

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



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Division of Traffic Safety Programs

The Division of Traffic Safety offers a number of traffic safety programs and services which focus attention on specific areas of concern. Information on the programs listed below can be acquired by calling the telephone numbers listed or (217) 524-4875 (TTY) Ameritech relay number. You may also request the information by writing to the Illinois Department of Transportation, Division of Traffic Safety, at 1340 North 9th Street, P.O. Box 19245, Springfield, IL 62794-9245, by calling (217) 782-4972 or by visiting our website at www.dot.il.gov.

Crash Information (217) 782-2575

- Local Accident Reference System (LARS) programs • State route crash data
- Crash data • Racial Profiling (217) 785-2364
- Fatal Analysis Reporting System (FARS), including alcohol and drug-related fatal crash data

Highway Safety Programs (217) 782-4972

- Occupant protection • Impaired driving • Traffic records • Traffic law enforcement • Motorcycle safety

Commercial Vehicle Safety (217) 785-1181

- Motor Carrier Safety • Hazardous Materials Transportation
- Commercial Vehicle Safety Audits • Periodic Vehicle Inspection
- School Bus Safety Inspection

Survey Information (217) 785-1181

- Seat belt and car seat usage observational surveys
- Motorcycle helmet usage observational surveys • Opinion surveys

Websites

- www.dot.il.gov • www.nhtsa.dot.gov

Mission

As part of the Illinois Department of Transportation (IDOT), the Division of Traffic Safety's mission is to formulate, coordinate and deliver information, services and programs that will mobilize public and private resources to establish effective public policy and integrated programs to improve highway safety in Illinois.

FY 2012 Highlights

- Achieved a seat belt usage rate of 93.6 percent.
- Alcohol-impaired fatalities and alcohol-related fatality rates have decreased steadily over the past five years.
- Trained over 19,500 motorcyclists in calendar year 2012 through IDOT's Cycle Rider Safety Program.
- Over 500 state and local law enforcement agencies participated in the May 2012 Click It or Ticket mobilization.
- A total of 105 high schools were selected to participate in the statewide Operation Teen Safe Driving program.
- Have integrated late-night belt and DUI enforcement and merged "Drive Sober or Get Pulled Over" and "Click It or Ticket" messages in earned and paid media efforts.
- Held over 80 events with child passenger safety technicians inspecting over 1,200 car seats during National Seat Check Saturday.
- Conducted over 40 media events.
- 3rd consecutive year of fatalities below 1,000.
- Provided current fatality information at www.dot.il.gov.

Introduction

The Illinois Department of Transportation's (IDOT) Division of Traffic Safety (DTS) leads the state of Illinois' efforts to reduce deaths and injuries on Illinois roads. The *FY 2012 Annual Evaluation Report* provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2011 through September 30, 2012 and evaluations of the various highway safety programs supported by these resources.

2011 is the third consecutive year in which motor vehicle fatalities are under 1,000, with 918 traffic fatalities. DTS had set a goal to have 1,000 or fewer deaths by 2010. This goal is being reached through increased enforcement during night time hours, aggressive public information and education campaigns, trainings and extensive paid media campaigns with dual messaging around all national and state campaigns.

DTS faces challenges in the upcoming years such as increasing seat belt usage rates during nighttime hours and usage by back seat occupants, increasing DUI and seat belt enforcement during late-night hours, implementing the new federal highway bill Moving Ahead for Progress in the 21st Century Act (MAP-21) and developing effective countermeasures for distracted driving. With these challenges DTS will continue to partner with our safety advocates, law enforcement agencies, medical community and local organizations that work tirelessly to make Illinois a safer place. By working together, our projects and programs will continue to save lives.

Five-Year Statistics

	2007	2008	2009	2010	2011	07 vs 11
Registered Motor Vehicles ¹	10.21	10.15	10.01	10.00	10.04	-1.7
Licensed Drivers ¹	8.67	8.73	8.77	8.80	8.80	1.5
Vehicle Miles Traveled ²	107.40	105.64	105.73	105.74	103.37	-3.8
Crashes ⁴	422,778	408,258	292,106	289,260	281,788	-33.3
Injuries	103,156	94,021	89,090	88,937	84,172	-18.4
Deaths	1,248	1,043	911	927	918	-26.4
Mileage Death Rate ³	1.16	0.99	0.86	0.88	0.89	-23.3

¹ Millions. Data obtained from Illinois Office of the Secretary of State. ² Miles of travel on all roadways within Illinois expressed in billions.

³ Per Hundred Million Vehicle Miles Traveled. ⁴ The noticeable decline in crashes is partially attributable to the change in crash reporting threshold effective January 1, 2009.

Note: Crash data in this publication are taken from the state's crash records system except where noted.

Illinois Quick Facts

Illinois Seat Belt Usage Rates for 2012

- Overall seat belt usage rate is 93.6 percent.
- Usage rate on weekends is 94.7 percent.
- Usage rate on weekdays is 92.1 percent.
- General information on usage rates:

By Region: City of Chicago 89.0 percent
 Cook County 92.2 percent
 Collar Counties 94.5 percent
 Downstate 94.4 percent

By Road Type: Residential 91.7 percent
 US/IL Highways 92.9 percent
 Interstates 96.9 percent

Illinois Car Seat Usage Rates for 2012

- Overall Car Seat Usage Rate is 90.5 percent.

Illinois Motorcycle Helmet Usage Rates for 2012

- Overall Motorcycle Helmet Usage Rate is 36.1 percent.

General

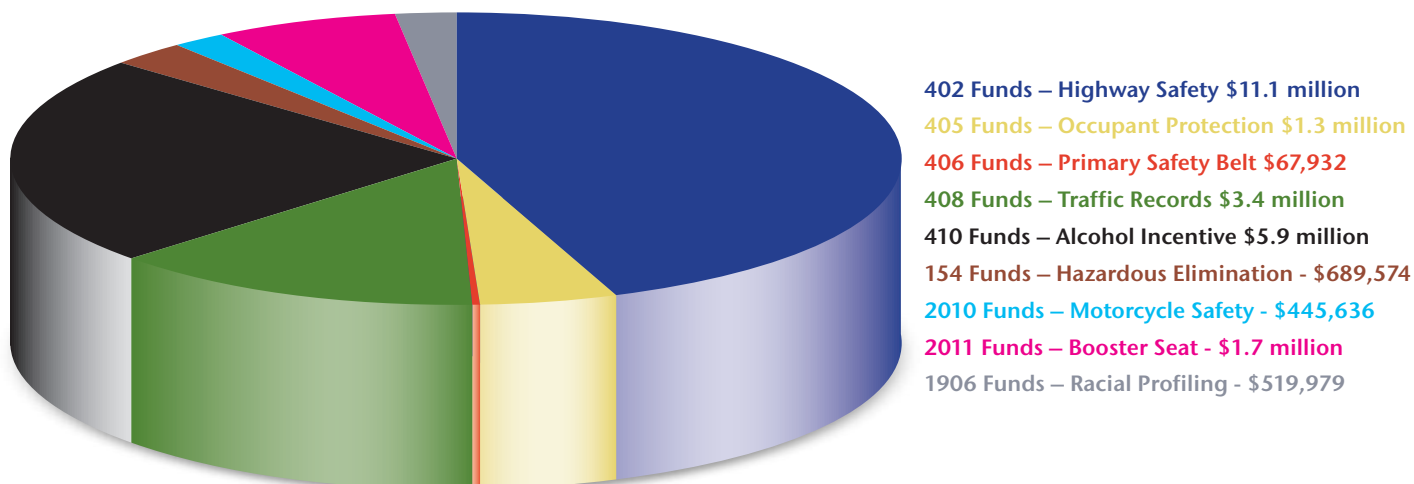
- Travel decreased by 2.2 percent compared to the previous year.
- The mileage death rate decreased by 1.1 from 2010 to 2011.
- Vehicle Miles Traveled (VMT) decreased from 105.74 in 2010 to 103.37 in 2011.
- No change among licensed drivers staying at 8.80 million in 2010 and 2011.
- There was an average of 1.1 deaths per fatal crash.

Illinois Fatality Rates

- 918 persons were killed in 835 fatal crashes in 2011.
- There was an average of 1.1 deaths per fatal crash.
- The 2011 fatality rate for Illinois was 0.89 (per one hundred million vehicle miles).
- 38.1 percent of all fatally injured drivers who were tested had a positive Blood Alcohol Concentration (BAC).

For further crash fact information, go to www.dot.il.gov, click on Illinois Crash Data and click on Illinois Crash Facts and Statistics.

FY2012 Allocated Funds



FY 2012 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - \$25,352,618 MILLION

Program Goals and Accomplishments

Division of Traffic Safety Program Goals

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs beginning in FY 2010. These new 11 core outcome and behavior measures will be shown in the FY 2012 Annual Evaluation Report (AER).

The goals developed were determined using several quantitative data (e.g., crash data, VMT, population). The goals were established for the various program priority areas (e.g., alcohol, occupant protection, pedestrian and motorcycle). The specific thresholds and target dates were set based on past trends (five years for the fatality-related goals and three years for the injury-related goals since the injury data prior to year 2000 were incomplete and do not include all the crash data). The selected overall goals are listed by appropriate measures, targets, data source used and strategies on how to achieve these goals by selected target dates. Performance measures of selected goals include rate, ratio and percent. The main exposure data item that was used in this process is VMT.

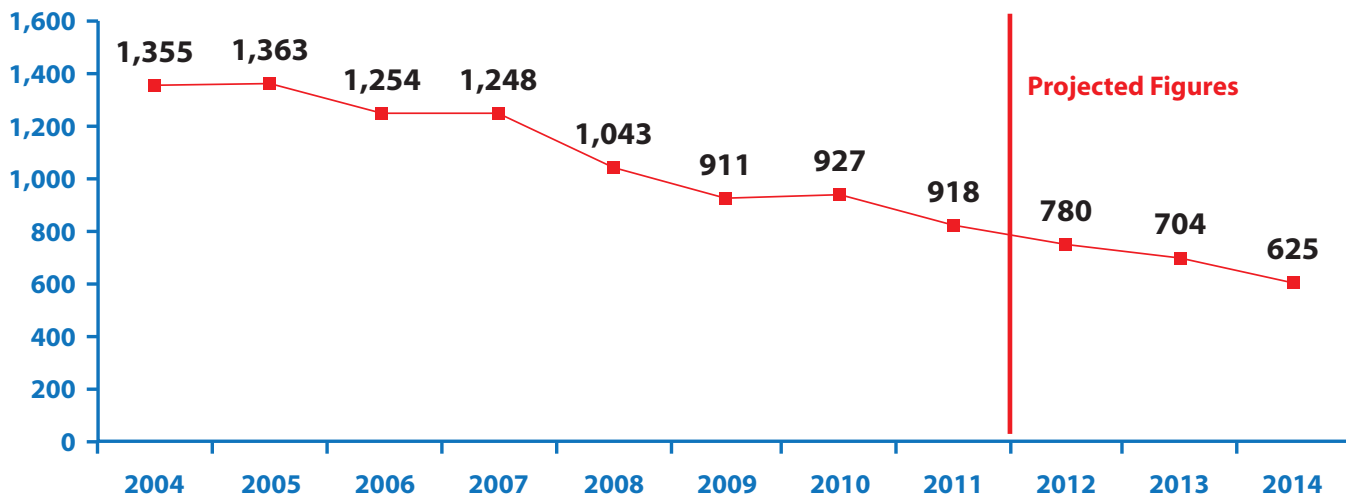
The HSP goals are developed into six categories: overall goals, occupant protection, impaired driving, motorcycle, pedestrian and pedal cycle. The overall goals are intended to be an overall measure of the effectiveness of the HSP.

Overall Goals

Goal

- To reduce the statewide traffic fatalities from the 2004 level of 1,355 to 625 by December 31, 2014.

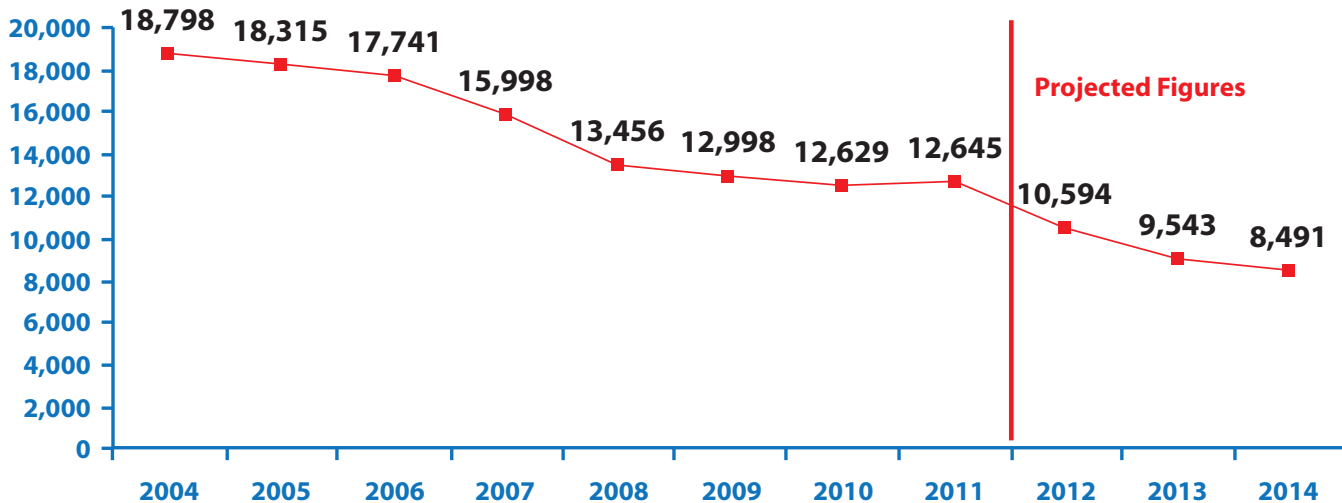
Total Number of Traffic Fatalities



Goal

- To reduce the statewide serious injuries in traffic crashes from the 2004 level of 18,798 to 8,491 by December 31, 2014.

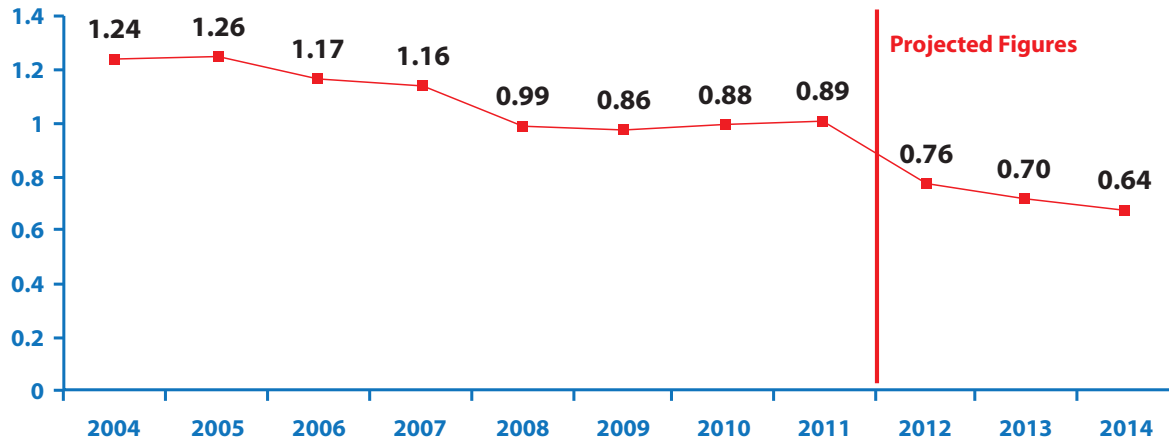
Total Serious Injuries in Traffic Crashes



Goal

- To reduce the statewide traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 1.24 to 0.64 by December 31, 2014.

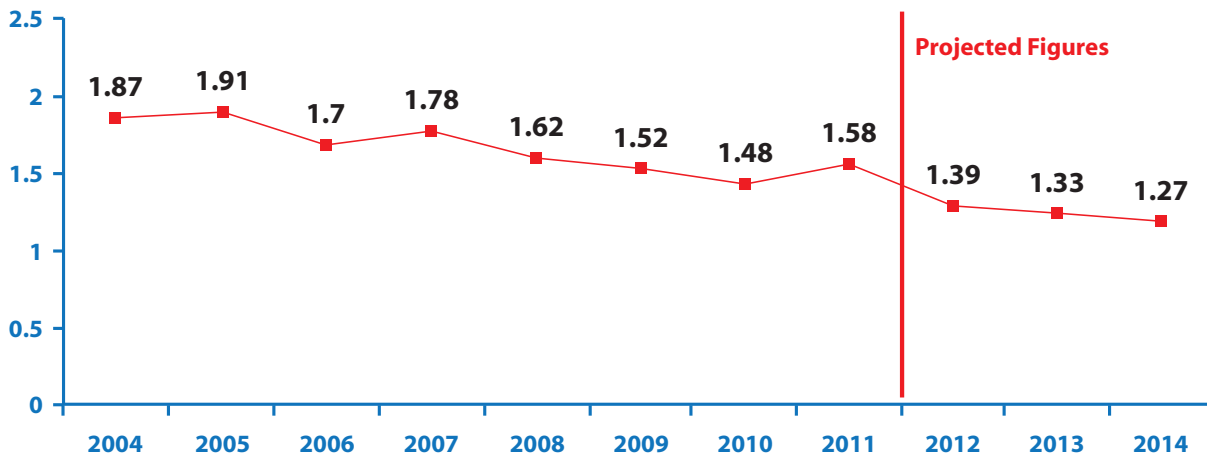
Total Fatality Rate per 100M VMT



Goal

- To reduce the rural traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 1.87 to 1.27 by December 31, 2014.

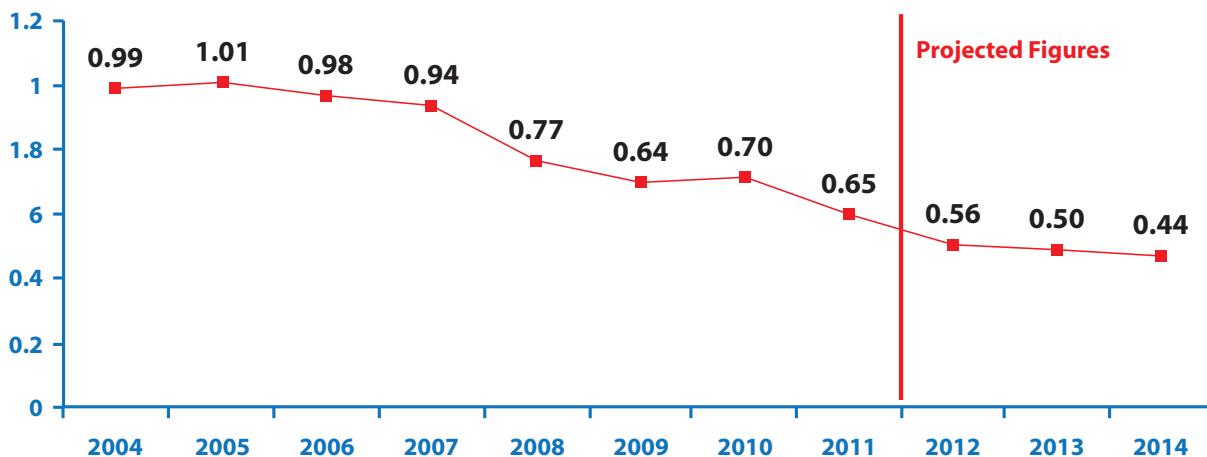
Rural Fatality Rate per 100M VMT



Goal

- To reduce the urban traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 0.99 to 0.44 by December 31, 2014.

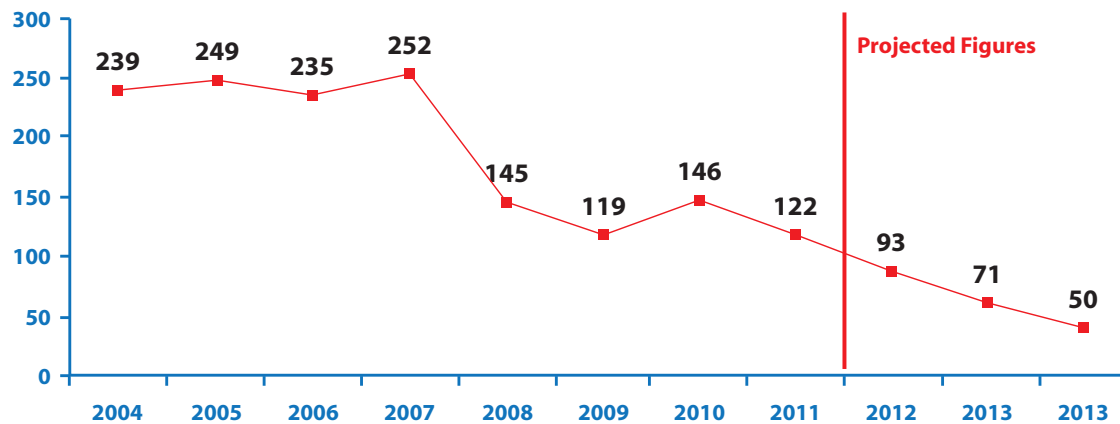
Urban Fatality Rate per 100M VMT



Goal

- To reduce the total number of drivers 20 years old or younger who are involved in fatal crashes from the 2004 level of 239 to 50 by December 31, 2014.

Drivers 20 or Younger Involved in Fatal Crashes



Impaired Driving

2012 Overview

Throughout FY 2012, the Impaired Driving Program continued its emphasis on high-visibility enforcement with local, county and state law enforcement agencies including the Illinois State Police and the Illinois Secretary of State Police. Under the national slogan of “Drive Sober or Get Pulled Over”, IDOT’s DTS maintained an ever-present, strong emphasis on high-visibility impaired-driving and late-night seat belt enforcement with local, county and state law enforcement agencies. This even as reductions in local and state resources are placing even greater pressure on law enforcement personnel to do more with less. In addition, IDOT’s DTS continued in 2012 to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. As is the case in every state, Illinois’ annual highway safety program is capable of funding just a portion of the impaired driving enforcement needed. The program relies heavily on voluntary (non-grant-funded) support from local and state law enforcement agencies. The more voluntary traffic enforcement conducted by non-grant-funded agencies, the more overall enforcement on the streets and the greater its deterrent effect throughout Illinois. Though big increases in participation were not seen in FY 2012, Illinois continues to maintain its all-time-high impaired driving crackdown law enforcement participation numbers first obtained in FY 2010. To bolster crackdown participation numbers, DTS will continue into FY 2013 its commitment to its holiday equipment incentive programs offering Illinois law enforcement agencies the chance to win enforcement equipment by participating in impaired driving crackdowns and seat belt mobilizations. Equipment awards include moving radar units, Lidar, hand held radar and portable breath testing instruments, and even evidential desktop breath instruments are eligible for award to participating agencies in need of such equipment.

Started in FY 2009, the integration of nighttime seat belt enforcement and messaging into impaired driving campaign periods and messaging became standard operating procedure in 2012. All major impaired driving holiday periods (St. Patrick’s Day, July 4th, Labor Day and Christmas/New Years) included significant seat belt enforcement zones and seat belt saturation patrols that focused on the hours of 11:00pm to 6:00am. The enforcement during the major impaired driving periods was supported with comprehensive paid and earned media efforts, and, for the first time, “dual-message” radio and TV commercials entitled “Dead Illinois” featured an impaired driving and unbuckled fatality message. DTS foresees this dual-message concept will continue during Illinois’ major mobilizations in FY 2013.

DTS once again offered additional impaired driving enforcement grants exclusively for the two-week Labor Day period in FY 2012 in order to maximize participation for the national crackdown.

While the FY 2012 DTS enforcement grant program took significant funding cuts, DTS continues efforts to assist local and state law enforcement to provide strong, comprehensive enforcement efforts in key counties and during key times throughout the year.

Providing hireback law enforcement supported with strong messaging is the cornerstone of Illinois' impaired driving program. However, a portion of federal alcohol traffic safety dollars are utilized in numerous ways to provide a complete impaired driving program. In addition to enforcement, as part of its FY2012 comprehensive impaired driving program, DTS utilized resources on public information and education, an impaired driving program coordinator, a traffic safety resource prosecutor program, DUI Courts, court monitoring by advocacy groups, DUI prosecutors, underage drinking prevention programs, law enforcement, prosecutorial and judicial training and fraudulent ID programs.

A key contributor to the impaired driving program through its training of Illinois' enforcement community, the Illinois Traffic Safety Resource Prosecutor (TSRP) Program in FY 2012 provided training and technical assistance to prosecutors and law enforcement throughout Illinois. On its own and in conjunction with the University of Illinois-Springfield and the Administrative Office of Illinois Courts, the Traffic Safety Resource Prosecutor Program provides training and assistance to state prosecutors, law enforcement officers and their traffic safety partners, particularly focusing on major traffic-related offenses, such as driving under the influence and DUI-related vehicular homicide. There are two TSRPs in Illinois.

In FY 2012, DTS maintained its efforts, directly and through its grant partnerships, to distribute thousands of impaired driving educational materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, etc. In addition, each Drive Sober or Get Pulled Over law enforcement crackdown includes an education message (along with a strong enforcement message) in its paid and earned media materials. Also, DTS funds numerous grants with goals to reach certain groups with an impaired driving, underage drinking and designated driver message. Examples include: funding of Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), Alliance Against Intoxicated Motorists (AAIM), Think First, the American Red Cross and DTS' own Operation Teen Safe Driving.

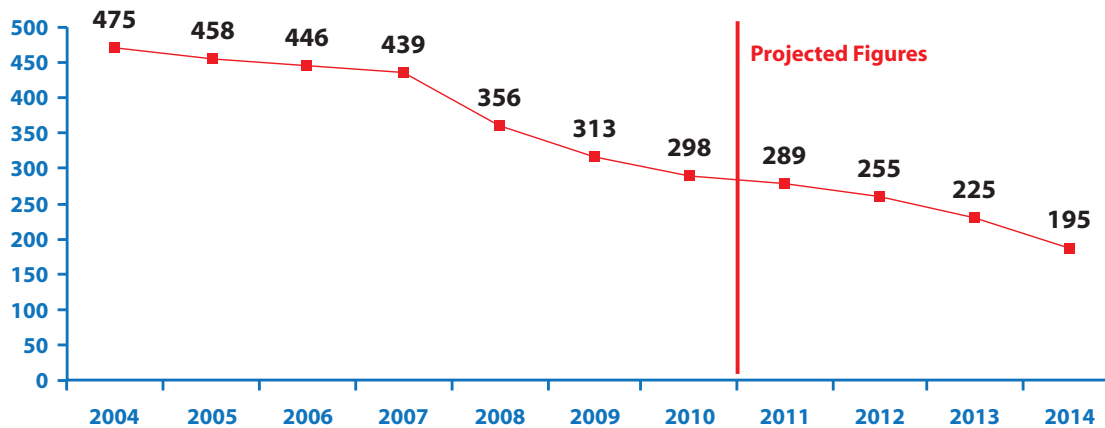
DTS also continued a strong presence in Illinois schools. Funded programs include Students Against Destructive Decisions (SADD) that conducts prevention training for teens and operates a program featuring a distracted/impaired driving simulator; ThinkFirst delivers a strong underage drinking/good decision-making message to youth at assemblies throughout the state; and DTS' Operation Teen Safe Driving that annually funds schools throughout the state to conduct their own community traffic safety programs.

DTS also provided support to the Illinois Liquor Control Commission (ILCC) to continue its effort to provide Beverage Alcohol Sellers and Servers Education and Training (BASSET) to Illinois licensed beverage outlet employees, training those who serve alcohol throughout Illinois to do so responsibly. This project also encourages local communities to establish, by local ordinance, mandatory server training for retail liquor establishments within their jurisdiction.

Goal

- To reduce the total number of fatalities in crashes involving a driver or Motorcycle operator with a BAC of 0.08 or higher from 475 in 2004 to 195 by December 31, 2014.

Fatalities in Crashes Involving a Driver and Motorcycle Operator with BAC of 0.08 or higher



Strategies

- Continued to fund a full-time and a part-time Traffic Safety Resource Prosecutors who conducted training for prosecutors, law enforcement and other traffic safety partners throughout the state.
- Conducted High-Visibility Enforcement Campaigns at numerous times throughout the fiscal year.
- Continued to fund the Impaired Driving Program Coordinator.
- Secured paid media and earned media during the national and selected impaired driving mobilizations and campaigns.
- Recognized accomplishments of DTS's Traffic Safety Partners (i.e. LEL Luncheons, Impaired Driving Incentive Program).
- Continued to encourage law enforcement agencies throughout the state to participate in holiday impaired driving crackdowns as well as sustained year-long enforcement efforts.
- Judicial Training courses through the Administrative Office of Illinois Courts (AOIC), UIS-ILLAPS and DTS.
- Continued to promote DUI Courts with the criminal justice system, including judges, probation departments and state's attorneys.
- Continued to provide assistance with Illinois' effort to effectively implement Illinois' law requiring Ignition Interlocks for all DUI offenders.

Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (77 percent of those arrested are men)
- age 34 (59 percent are under age 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- caught driving with a BAC level of 0.16 percent-twice the legal limit

Source: Office of the Illinois Secretary of State 2012 DUI Fact Book

Project Summaries

Section 410

Traffic Safety Resource Prosecutor (DTS) #12-13-01

\$195,995.87

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS's TSRP program. Jennifer Kuntz is the second part time TSRP and works out of the Springfield Office of Chief Counsel. Highlights of 2012 relate primarily to the training of prosecutors and law enforcement. Among the offerings were the annual DUI prosecutor school; a 3-day Prosecuting the Drug Impaired Driver course for both prosecutors and law enforcement; a one day Cops in Court course that brought judges in to critique prosecutors and law enforcement on case presentation skills; continued development of the Prosecutor Resource Network and the Illinois DUI Resource Pages website. Ms. Kuntz assisted the Crawford County State's Attorney with a difficult multi-fatality Aggravated DUI case, resulting in a guilty verdict. Ms. Earleywine assisted the Putnam County State's Attorney on a felony DUI, specifically handling the cross examination of a notorious defense "expert", also resulting in a guilty verdict. A second DRE school was held in March 2012. As the TSRP Program Coordinator also is the SFST/DRE State Coordinator, a significant amount of time was dedicated to this endeavor. The TSRP Program works closely with numerous traffic safety partners, providing programming to prosecutors and law enforcement, technical assistance, and legal research. The TSRPs are also primarily responsible for collecting and writing the content found in the DTS publication, Illinois Biggest Offenders, a quarterly newsletter dedicated to educating the public on our worst DUI offenders.

UIS Court Project (Local) #12-13-05

\$299,382.63

This task provided funds for the University of Illinois at Springfield (UIS) to fund an on-going series of training sessions addressed to meet the needs of essential court personnel, judges, prosecutors, probation officers and others in the DUI prevention/treatment. In FY 2012, UIS conducted: one 3-day State's Attorney DUI Seminar training 41 participants conducted one Advanced State's Attorney DUI Seminar training 40 participants and one 1-day Cops in Court Seminar training 21 participants.

PI&E Materials (DTS) #12-13-07

\$5,000.00

This task provided funds for DTS to produce and develop Drive Sober or get Pulled Over materials to distribute at DTS sponsored events. In FY 2012, DTS purchased 200 DUI Charts for the impaired driving program.

Impaired Driving Incentive (DTS) #12-13-10

\$0.00

This task provided funds for DTS to conduct an incentive program for law enforcement agencies who participated in the impaired driving enforcement campaigns. During FY 2012, no activity occurred during the year because equipment was purchased through the LEL grant.

Judicial Training (AOIC) #12-16-01

\$17,779.01

This task provided funds for the Administrative Office of the Illinois Courts (AOIC) to conduct an annual seminar for judges on issues related to cases charging driving under the influence of alcohol (DUI). On May 15-16, 2012, the AOIC presented a two-day Judicial Training session titled DUI/Traffic Issues in Illinois. A total of 25 Illinois judges from across the state attended this conference. The topics covered were: Prescription and designer Drugs, Hot Topics, Recent Cases, Statutory Summary Suspension, Technical Aspects of Sentencing, Breathalyzer Certification, Laying a Foundation for Blood Evidence, Best Practices in Sentencing and Sentencing Scenarios.

DUI Awareness (SOS) #12-16-02

\$0.00

This task provided funds for the Illinois Office of the Secretary of state to develop impaired driving materials for distribution at SOS Driver facilities and events. During FY 2012, SOS developed and produced 57,000 DUI Awareness brochures and distributed them through the driver license facilities and outreach events.

BASSETT (ILCC) #12-16-03**\$0.00**

This task provided funds for the Illinois Liquor Control Commission to implement the BASSET program in specific counties of the state. During FY 2012, ILCC conducted 17 BASSET seminars training over 900 business owners and their employees.

Paid Media #12-13-17 (DTS)**\$985,752.22**

This task provided funds for paid media in support of Illinois' July 4th and the National Labor Day impaired driving campaigns. An evaluation of DTS's paid media begins on page 56.

Occupant Protection

2012 Overview

DTS believes the best way to achieve the goal of reducing injuries and fatalities on Illinois roadways is by increasing seat belt use, reducing speed and not driving impaired. Illinois' Click It or Ticket campaign, along with the National Highway Traffic Safety Administration's (NHTSA) campaign for FY 2012, began in early May and concluded the end of May. The statewide seat belt usage rate is determined by pre- and post-observational surveys which are conducted in conjunction with paid and earned media blitzes. In June 2012, DTS conducted a seat belt survey by observing a total of 121,910 front seat occupants. Of those, 93.6 percent were observed wearing seat belts. The Collar Counties (DuPage, Kane, Lake, McHenry and Will) had the highest usage rate at 94.5 percent followed by downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) at 94.4 percent. The city of Chicago had the lowest rate at 89 percent. Cook County, excluding the city of Chicago, had a seat belt usage rate of 92.2 percent. Interstate highways had the highest usage rate at 96.9 percent followed by U.S./Illinois Highways at 92.9 percent. Residential streets had the lowest rate at 91.7 percent. The seat belt rate on weekends was 94.7 percent, while the weekdays it was only 92.1 percent. Increased law enforcement, utilizing Illinois State Police, the Office of the Secretary of State Department of Police and local law enforcement agencies throughout the state, as well as extensive public education, emphasized the importance of vehicle passengers wearing seat belts.

The base line (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the twelve months after the seat belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the seat belt usage rate has increased by 77 percentage points, peaking at 93.6 percent in June 2012.

In addition to the May campaign, Illinois promoted Click It or Ticket in November as well. The campaign began in mid-November and concluded after the Thanksgiving holiday. The campaign consisted of both paid and earned media. Seven press events were held throughout the state for both campaigns. Additionally, outreach materials were available to the public through a special order form resulting in over 250 orders for the May campaign and 136 orders for November.

The statewide car seat usage rate is currently 90.5 percent based on the 2012 survey. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,781 Certified Child Passenger Safety Technicians (CPST) and 78 Child Passenger Safety Technician Instructors (CPSTI). Illinois also has one of the highest recertification rates in the nation finishing FY 2012 at 61percent compared to the national rate of 55.9 percent. In 2012, Illinois offered 23 Skills Enhancement classes, the Skills Enhancement courses assisted technicians with completing their recertification by providing three Continuing Education Credits (CEUs) towards recertification.

Illinois held nearly 80 checkpoints that were manned by over 400 technicians on Seat Check Saturday, which was held during the 2012 National CPS Week. These checkpoints resulted in 1,161 seats being inspected for proper use and safety. DTS partnered with AAA and the Illinois Secretary of State's Office to provide 347 replacement car seats. The focus area for the 2012 CPS Week campaign in Illinois was on bringing awareness to grandparents of the importance of using a car seat correctly every time.

A press event was held in Springfield to promote the CPS Week theme and Seat Check Saturday. A car seat check for grandparents was held immediately following the event providing media the opportunity to experience what happens at a car seat check. Several statewide affiliates attended ensuring the message was heard across Illinois. An order form with outreach materials was also made available for CPS Week resulting in over 50 orders.

The efforts of Illinois' Certified Child Passenger Safety Technicians are supported by seven Regional Traffic Safety Liaisons along with the State and the Assistant State Occupant Protection Coordinator. The Regional Traffic Safety Liaisons are instrumental in disseminating the occupant protection message as well as the impaired driving message at events statewide. They are also a critical part of our earned media campaign during the mobilizations and the Operation Teen Safe Driving program.

The Problem

- The 2011 fatality rate increased slightly from 0.88 in 2010 to 0.89 in 2011.
- Illinois' 2011 traffic fatalities totaled 918.
- There was an average of 1.1 deaths per fatal crash in 2011.
- The 2012 statewide seat belt usage rate rose from 92.9 percent to 93.6 percent.
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

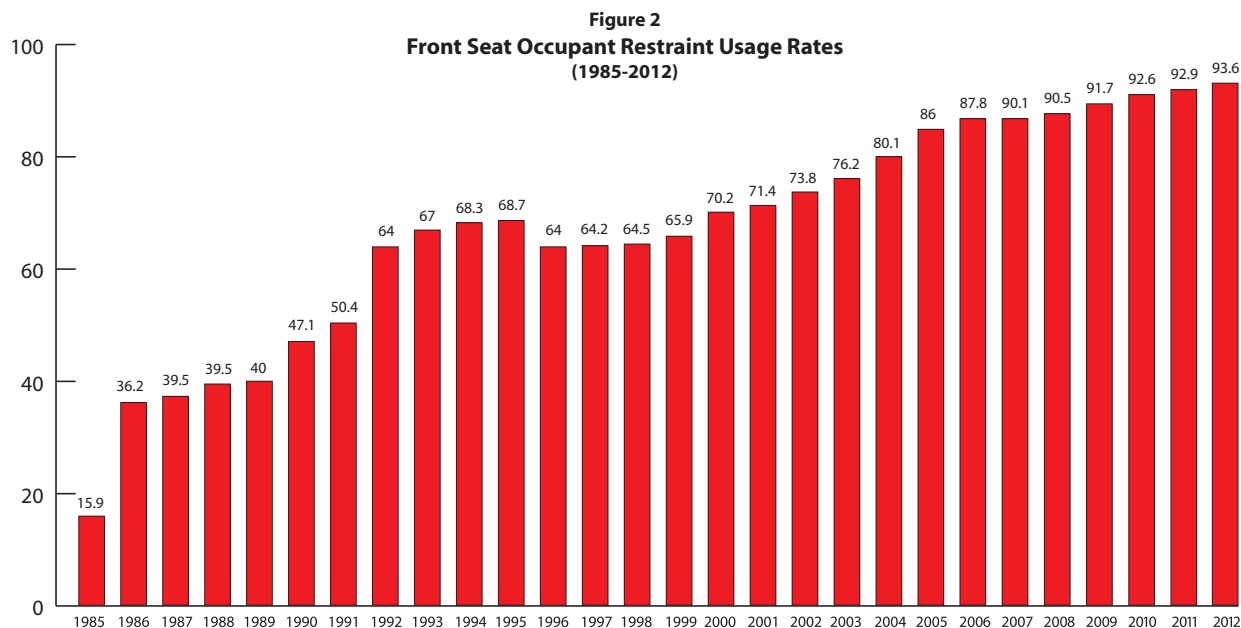


Table 2

Occupant Restraint Usage for Persons Killed

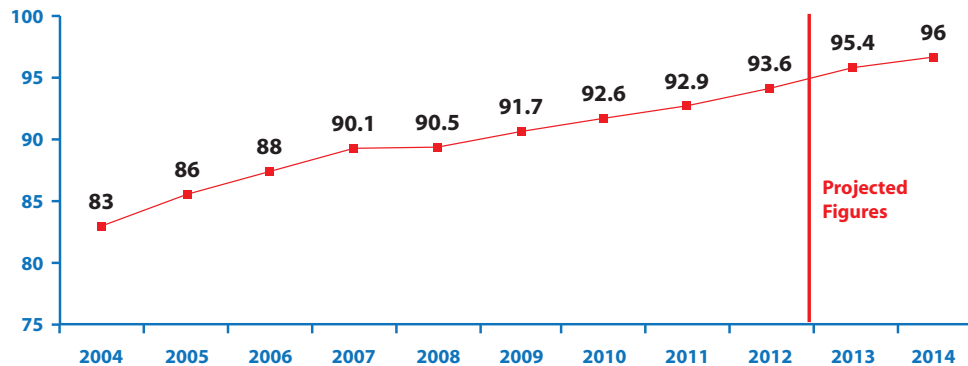
TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	192	79	271
Seat Belt Used	231	61	292
Child Restraint Used	0	2	2
Seat Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	2	2
Unknown	52	23	75
TOTAL	475	167	642

TYPE OF RESTRAINT	AGE GROUPS					
	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	0	1	0	2	49	219
Seat Belt Used	1	0	1	4	39	247
Child Restraint Used	1	1	0	0	0	0
Seat Belt Used Improperly	0	0	0	0	0	0
Car Seat Used Improperly	0	0	0	0	0	0
Unknown	1	2	0	1	12	59
TOTAL	5	4	1	7	100	525

Goal

- Increase the statewide seat belt usage rate from the 2004 level of 83 percent to 96.0 percent by December 31, 2014.

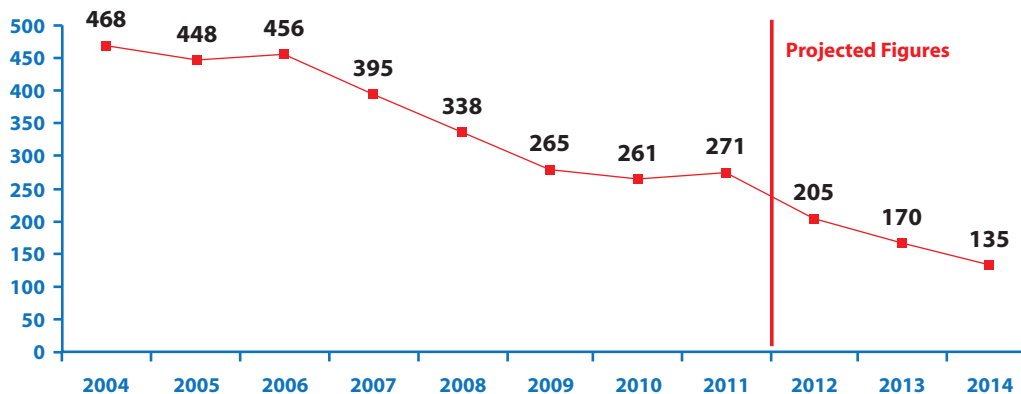
Observed Seat Belt Use for Passenger Vehicle Front Seat Outboard Occupants



Goal

- To reduce the number of unrestrained passenger vehicle occupant fatalities from 468 in 2004 to 135 by December 31, 2014.

Total Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



Strategies

- Continued to fund an Occupant Protection Coordinator to oversee all of DTS's occupant protection programs.
- Developed paid and earned media plans for the CIOT mobilizations.
- Supported occupant restraint and child passenger safety educational efforts (traffic safety partners, statewide and regional child passenger safety coordinators).
- Utilized network of child passenger safety advocates.
- Continue to support state and national child passenger safety observances.
- Continued to implement recommendations from the Occupant Protection Assessment.
- Conducted earned media and outreach activities for Child Passenger Safety Week.

Project Summaries

Section 402

Sports Marketing Coordinator (Local) #12-02-01

\$119,862.99

This task provided funds for the Blu Moon Group, Incorporated to assist DTS with sports and entertainment outreach through campaign partner development and implementation between enforcement periods and development and oversight of ground activation components. Blu Moon worked with DTS to have a display at the Chicagoland Speedway for NASCAR races promoting the Click It or Ticket and impaired driving messages to race fans. Worked with NASCAR driver Kurt Busch on supporting DTS's highway safety campaigns. Coordinated with TEAM Coalition to collaborate on traffic safety outreach and implementing designated driver programs beyond race weekends.

Occupant Protection Resource Centers (OPRC) #12-02-02

\$783,870.45

This task provided funds for Regional Traffic Safety Resource Centers (RTSRC) statewide. The Traffic Safety Liaisons (TSLs) provided education to the communities within their region. Their community outreach was based on wearing seat belts, teen safe driving and child passenger safety. Each TSL was a regional coordinator or program liaison for Operation Teen Safe Driving, which provided education to over 100 high schools in the state of Illinois on distracted driving, occupant protection, speeding, alcohol and other driving issues. Each TSL is a nationally certified Child Passenger Safety (CPS) instructor; they have taught multiple classes throughout the year to gain new CPS technicians in their regions. All RTSRC are heavily involved in the Click It or Ticket mobilizations; they each have their own way of spreading the Click It or Ticket message in their communities.

FY 2012 RTSRC projects were:

- **El Rincon Community Clinic-** A total of 5 certification courses were held with a total of 47 individuals becoming newly certified CPS Technicians. 5 Skills Enhancement classes were held in Chicago where a total of 58 individuals participated and received their CEU's needed for recertification. A total of 105 individuals either became/renewed their certification as CPS Technicians in Chicago and surrounding areas. A total of 2 instructor candidates went through the candidacy process to become instructors. The TSL works closely with the Chicago Fire Department and Police Department on enforcing the Chicago CPS Ordinance as well as organizing and sustaining fitting stations at local districts. Currently the Chicago Fire Department has 13 certified CPS Technicians. The Chicago Police Department currently has 62 certified CPS Technicians with an average of 2 located in each of their 25 districts. During CPS Week in September a total of 6 inspection events were held in the city of Chicago. During FY 2012 a total of 39 presentations were made to the community focusing on seat belts, CPS, rollovers, back-over's, children being left in cars, crossing the street, CPS laws and the seat belt law.
- **Child Care Resource and Referral Network-** Three of the TSLs work off of this grant: Kathy White (Southeastern IL), Jessi Hopkins (West Central IL) and Kerisa Fish (East Central IL). The staff reached thousands of people by providing education through booths at community events, health fairs, county/state fairs, parent groups, schools and different clubs throughout the region. Each staff member was assigned at least one local CPS grant to monitor throughout the program in an effort to help keep them on track. The RTSRC staff managed 11 local grants in total. Staff assisted with permanent CPS fitting stations monthly and bi-monthly at local agencies such as health departments, fire stations and police departments as well as community car seat checks throughout the year. Statewide, a new partnership with Radio Disney resulted in additional outreach in the Chicagoland and Metro east areas of Illinois. A series of PSA's ran in both media markets from May to September highlighting the 4 Steps for Kids. Combined, they trained 81 new CPS technicians in their regions. They were each a regional coordinator for Operation Teen Safe Driving and helped coordinate over 10 schools in each of their regions. They attended an average 30 OTSD events per region. The events ranged from assemblies to basketball games and were in constant contact with the schools. Each of them participated in both of IDOT's Click It or Ticket campaigns (Memorial Day and Thanksgiving). RTSRC staff assisted with recruiting local events for Seat Check Saturday. Each staff member coordinated at least one local event during CPS Week. RTSRC staff coordinated or assisted with 12 Skills Enhancement classes in FY 2012. The classes are designed to provide technicians with the opportunity to earn 3 CEU's towards recertification while gaining valuable hands-on experience with the newest seats on the market. During Click It or Ticket they helped set up and speak at press events. RTSRC staff worked throughout the year to assist in efforts to increase seat belt usage. They focused on regional outreach projects during the November and May campaigns by distributing premium items and posters to local businesses, submitting news release items to local papers and providing ideas for marquee messaging.
- **Rush-Copley Medical Center-** The RTSRC assisted in increasing seat belt usage rate by holding numerous occupant protection programs including the Head Start program. Earned media for occupant protection mobilizations was accomplished by articles and posting news articles on the Illinois Traffic Safety Leaders web site/Facebook/Twitter, along with several radio broadcasts. The RTSRC coordinated and assisted with 13 CPS Technician/Renewal classes. Coordinated and or assisted with 11 CPS Technician Skills Enhancement classes. CPS checks were also coordinated at Rush-Copley Medical Center and Good Shepherd Hospital. Head Start programs were assisted with CPD/CIOT presentations in the region. The RTSRC attended various Safe Kids meetings in the region and events. Three CPS grants were also overseen. The RTSRC also served on the Illinois CPS Board and attended the Illinois Operation Lifesavers meetings.
- **Southern Illinois University-Carbondale-** The Southwestern Illinois Occupant Protection Resource Center finished its seventh year of programming. SIOP held a total of four Standardized CPS courses in southern Illinois, 2 in southwestern Illinois and 2 in southeastern Illinois, training a total of 47 new CPS Technicians. A total of 73 southern Illinois CPS Technicians attended the CPS Skills Enhancement courses and obtained CEU's toward their CPS Certification. During the May CIOT campaign conducted radio interviews, generated 9 articles for newspapers in southwestern Illinois, mailed CIOT letters to 77 churches in southwestern Illinois, mailed a CIOT letter to 63 grain elevators and set up booths at the Herrin Festa in Herrin, Illinois. Worked with 15 high schools in the region for the OTSD campaign and holding 3 mandatory grantee meetings in the region.

Injury Prevention (Local) #12-02-09

\$956,315.15

This task provided funds for 13 agencies to conduct injury prevention activities such as increasing awareness of seat belt usage, child passenger safety and impaired driving laws in their communities. State funds were used to fund these projects.

The FY 2012 Injury Prevention Projects were:

- **Alliance for Community Peace (ACP)** developed a teen/driver safety program addressing minority communities across Chicagoland to reduce the incidence of unsafe driving among teens. The Teens Alive! Program worked with non-traditional partners-church alliances, youth groups/choirs, church weekend schools and Cook County high schools. In FY 2012 ACP attended 2 citywide events in urban areas reaching over 2,600 youth, conducted 70 presentations to organizations, recruited 19 teenagers for peer mentors and held 35 rap sessions for the Teen Alive! Program.
- **American Red Cross (ARC)** taught 242 classes of the Riding Puppet Show; I'm Safe in a Car, Seat Belt Safety, Bus safety, Pedestrian Safety and Bike safety reaching a total of 7,276 children. ARC conducted seven bike rodeo events in the summer months, reaching 1,190 participants and fitting 695 helmets. ARC held 13 Victim impact panels reaching 467 adults. Conducted 91 CPS checks including check events and individual appointments where 1,120 CPS seats were checked. Reached 23,247 people of all ages for Child Passenger Safety Week, and over 2,124 people with CIOT promotions.
- **Central DuPage Health Department** served as the ThinkFirst State Chapter and Training Center. The Central DuPage Health Department conducted: 214 ThinkFirst for Teens presentations reaching 7,677 students, ThinkFirst for Youths reaching 7,707 youths and conducting 151 classes, ThinkFirst for Kids conducted 102 classes reaching 10,202 kids, ThinkFirst for Kids helmet fittings reached 5,172 kids at 62 schools reached over 24,500 at numerous community events in FY 2012 and taught 21 child passenger safety classes to 52 couples.
- **Chicago Police Department's Protector's program** is designed to reduce the number of traffic crashes and the resulting fatalities through education. Chicago Police Department assigned three officers to conduct traffic safety presentations to students and community groups throughout the many diverse Chicago neighborhoods. In FY 2012, Chicago Police Department (CPD) conducted 364 presentations to high schools, grammar and park district classes reaching a total of 26,029 students on traffic safety-related issues. CPD also conducted over ten Child Passenger Safety events checking a total of 83 car seats and installing 79 car seats.
- **Children's Memorial Hospital** focused on raising awareness and changing behaviors in neighborhoods where child passenger, pedestrian and bicycle injuries are at significantly high rate. In FY 2012, the staff had a total of 48 events that dealt with increasing pedestrian, bike and child passenger safety through educational workshops, Safe Kids Coalition meetings and other events. The staff conducted 32 workshops, events and classes on child passenger safety. It was through a strong network of social service organizations and through our committed car seat program satellite site partners that Children's Memorial reached 1,395 families with one-on-one child passenger safety and adult occupant protection education. Of those families served, 816 received a car seat from Children's Hospital due to financial hardship and being able to afford one otherwise. Children's also checked the installation of 579 seats for families in the region and provided them with education on proper installation.
- **FACES 4** educated the general public, parents, students and judges on the dangers of speeding. In FY 2012 FACES 4: conducted 417 presentations in driver education classes educating 10,154 students, conducted 3 presentations for assemblies reaching a total of 800 students, participated in 4 High School Health and Safety Fairs reaching a total of 3,415 students, in DuPage County FACES4 made 25 presentations for 1,131 young adults in the Victim Impact panels, involved in 19 different community events providing palm cards, football field flyers, CHADD stickers and assorted pens or pencils and lanyards reaching a total of 6,407 adults/youths.
- **Illinois Association of Chiefs of Police** project is responsible for assisting in the administration of the DTS teen initiative program as well as aspects of DTS's public awareness programs. Under this grant a full-time employee of the IACP assisted with the implementation of DTS's initiatives aimed at the teen programs and awareness programs.
- **Jackson County Health Department** promoted child passenger safety to low income families and to discourage drinking and driving among adults 18-24 in FY 2012. Businesses continue to participate in the Designated Driver Dawg (DD Dawg) program. 176 car seats were distributed to local residents through the WIC/Family Case Management voucher program and other public car seat checks.
- **La Rabida Children's Hospital** held 2-3 monthly car seat clinics at which patients and their siblings had their car seats checked. A total of nine staff are certified technicians in special needs and are located in the hospital. In FY 2012, a total of 214 seats were checked with 194 being distributed. This is the second year La Rabida has been a satellite site for the Children's Hospital of Illinois Special Needs Child Passenger Safety Resource Center. As part of the agreement, La Rabida is responsible for providing special needs loaner seats to children in Cook and collar counties in Illinois.

- **Prevention First** provided a statewide coordinator to provide training, technical assistance and outreach to SADD Chapters in Illinois. The project provided opportunities for chapters to network and share proven prevention strategies that will encourage youth to make effective decisions regarding alcohol, tobacco and other drugs and other high risk behaviors including impaired driving. In FY 2012, 33 advisory and student trainings were conducted regarding the SADD program.
- **SIU Board of Trustees-ThinkFirst** conducted 366 presentations reaching 20,211 individuals including 15,418 teen, through ThinkFirst presentations, exhibits, community programs and crash reenactments, in addition to Operation teen Safe Driving school outreach. ThinkFirst program participated in 23 different CPS events including 8 checkpoint events checking 208 car seats, conducted five Booster seat events distributing 177 booster seats, hosted one CPS press event and assisted with two other media events and coordinated four in-service CPS trainings for 57 adults including 25 physicians.
- **Tazewell County Health Department (TCHD)** promoted the safe driving message throughout the county in FY 2012. The Tazewell Teen Initiative (TTI) met nine times throughout the project year to promote the program. The TTI presented social host ordinances to local law enforcement, took part in Roadside Sobriety Checkpoints, recruited new members, held a member retreat/luncheon to discuss goals and expectations. TCHD held events at restaurants/bars for the Thanksgiving and St. Patrick's Day campaigns reminding patrons to designate a driver. TCHD hosted the Tazewell County Teen Conference on March 13, 2012 where students from 9 high schools and 14 junior high schools participated in the conference. Collaborated with three manufacturing companies to educate young males, ages 18-34 years old, on the dangers of distracted driving and the importance of seat belt use.
- **Williamson County Sheriff's Office** held the 4th Annual Williamson County Traffic Safety Days on March 27-30, 2012. A total of 1,068 students from 24 high schools in 6 counties attended the event. The event leads to opportunities to promote traffic safety to drivers who are beyond Driver's Education.

Paid Media #12-02-10 (DTS)

\$2,146,164.44

This task provided funds for paid media in support of Illinois' November 2011 and May 2012 Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 56.

PI&E Materials #12-02-14 (DTS)

\$8,730.00

This task provided funds for public information and education materials in support of Illinois' Click It or Ticket campaigns. In FY 2012, DTS purchased: 30,000 CIOT pens, 50,000 CIOT static clings, 4,000 CIOT wall calendars, 2,000 note pads and 10,000 CIOT microfibers.

Phone Surveys (Local) #12-02-15

\$93,390.64

This task provided funds for the University of Illinois at Springfield to conduct a telephone survey project focusing on the topics of seat belt usage, driving under the influence, media campaign and enforcement activities. UIS conducted three surveys (May, June and September of 2012) are statewide in nature, with two of them (May and June 2012) having an over-sampling from rural counties. Another two surveys (November and December 2011) focused solely on rural counties. And another two surveys (also November and December 2011) focus on targeted areas within the city of Chicago with heavy concentrations of African American and Hispanic residents. The results from the phone surveys can be found on page 50.

Section 2011

Child Passenger Safety (Local) #12-21-03

\$1,580,171.88

This task provided funds for 60 local agencies to purchase car seats and promotional materials for implementation of community-based car seat programs.

The FY 2012 Child Passenger Safety projects were:

- **Auxiliary of Stroger Hospital** completed their 21st year of the "Car Seats Save Lives" program. In FY 2012, Stroger sold a total of 2,364 infant, convertible and booster seats. All sale proceeds go directly back into the program. The program operates on a 40 hour week on Monday, Tuesday, Thursday, Friday and Saturday, in maternity wards and the Pediatric Emergency Room.
- **Bellwood Fire Department** conducted three car seat events distributing over 60 car seats in FY 2012. Over 2,000 flyers were printed and distributed promoting upcoming car seat events in the Bellwood area.
- **Buffalo Grove Police Department** purchased 167 child and booster seats distributing 76 of these seats during FY 2012. Buffalo Grove officers gave 12 public presentations, held four special community classes, conducted four car seat check points and had weekly car seat installation appointments.

- **Carbondale Police Department** conducted 298 car seat checks and distributed 183 safety seats in FY 2012. Conducted educational presentations/checks at local schools and daycare facilities, and the Technicians participated in a car seat swap. Hosted an event for Seat Check Saturday and volunteered on two days at the Williamson County Traffic Safety days.
- **Cass County Health Department** held 5 public events where information and referrals for car seat installations was provided, distributed car seat information to 91 WIC packets, 33 lead screenings and through 53 school physicals.
- **Central DuPage Health** held 17 booster/car seat classes throughout West Chicago, Naperville, North Aurora, Wheaton and Carol Stream areas and distributed 383 seats to primarily Hispanic and low income populations. Participated in 61 health fairs/occupant protection events throughout the year reaching 24,566 people. Conducted a CPS Technician training class on May 2-5, 2012 at the Downers Grove Police Department training 12 new technicians.
- **Centro San Bonifacio** preliminary numbers show that they conducted 22 presentations and distributed 354 car seats throughout five different Chicago communities. They conducted one CANT-TV show on seat belts. They established linkages with community agencies, PCC Saud Family Health Center and the Erie House to further their community outreach.
- **Children's Memorial Hospital** did 41 workshops on child passenger safety in FY 2011. Through these workshops and their satellite distribution sites they were able to reach 1,523 families with one-on-one child passenger safety and adult occupant protection education. They distributed 875 seats and inspected 648 seats in the Chicagoland community.
- **Clay County Health Department** distributed 205 car seats (42 infant, 99 convertible, 48 high back boosters and 16 low back boosters). Distributed car seats free of charge to four foster parents and 55 participants in the health department's home visiting programs. Two staff was re-certified as CPS Technicians in FY 2012.
- **Countryside Fire Protection District** increased their CPS technicians to 15 to maintain the service of inspecting child car seats.
- **Cumberland County Health Department** purchased 32 CPS seats distributing 12 during the year. Participated in Seat check Saturday where 12 CPS seats were checked, 7 replaced and one was given away to a family.
- **Douglas County Health Department** held five car seat checks during FY 2012. They attended three different safety days, a senior expo, women's health fair and the Moultrie-Douglas County fair to teach about child passenger safety. They also implemented a new car seat check near Halloween to promote booster seat use at the Health Department. Almost thirty children were checked in their Halloween costumes. They distributed over 100 car seats during the grant year.
- **DuPage County Health Department** distributed 665 car seats to those families deemed low-income by either qualifying for the WIC program or for the Illinois Medicaid program. The families were given a car seat after participating in a class where they were instructed on proper car seat use. Three additional staff members completed the CPS Technician certification and two staff completed their recertification.
- **Edgar County Health Department** purchased 110 car seats during FY 2012 and distributed a total of 116 child car seats during the year. Edgar County added another CPS Technician and provided CPS checks during the year.
- **El Rincon Community Clinic** distributed 1,507 seats by individualized education, has 11 individuals trained as CPS technicians that assist with educating parents and caregivers on traffic safety issues while focusing on correct use and installation of child restraints. El Rincon Clinic organized/participated in 19 CPS Inspection Events, the program worked with Instructors and technicians in the area to assist at inspection events in Chicago and surrounding areas.
- **Elmhurst Fire Department** purchased five infant seats, five convertible seats and five booster seats, distributed four seats to caretakers who otherwise would not have been able to provide one on their own. A total of three CPS technicians were recertified and attended an update course.
- **FHN Family Counseling Center** distributed 47 car seats in FY 2012. An email blast was sent to 1,162 individuals and press releases were sent to radio stations, online news organizations and local newspapers. For Car Seat Saturday, held one event in which 14 seats were checked and six seats were provided to families.
- **Ford-Iroquois Public Health Department** distributed 105 infant/convertible car seats and 44 booster seats. Hosted an educational booth for Ford County on June 29, 2012 and for Iroquois County on July 18, 2012. CPS Technicians attended a Skills Enhancement class on June 12, 2012 at the Kankakee Sheriff's Department.
- **Hancock County Health Department** purchased 52 CPS seats, distributing 38 seats to financially burdened families throughout the grant year. A total of 109 parents/caretakers were provided with information either one-on-one during a car seat check or by phone regarding correct CPS installation, second-hand seats, Illinois CPS laws and the five-step test. A car seat check was held on Car Seat Check Saturday where 12 car seats were checked for safety.
- **Irvington Police Department** worked with their grade school to make sure everyone had a proper car seat. They had week long program at the school to educate parents when they picked up their children from school. If the children needed a car seat the police department provided them one and showed them how to properly use it. In FY 2012, Irvington Police Department purchased 31 car seats.

- **Joliet Police Department** distributed 82 car seats, checked 75 seats and conducted 10 CPS checks in FY 2012. The CPS checkpoints were advertised through press releases, the department's web-site and social media (Facebook, Nixle and Twitter). CPS checkpoints were staffed with both sworn officers and civilians who were all certified CPS technicians.
- **Kankakee County Sheriff's Office** partnered with the State's Attorney's Office and Circuit Judges in developing a program in traffic courts that involved educating the cited CPS violator about child passenger safety laws. Conducted 15 checkpoints and were able to provide 186 car seats to families throughout their county. They continued to expand into their Hispanic and under-privileged communities by promoting the CPS program through church organizations. They added 5 more CPS technicians to their local coalition to bring their number up to 55 technicians in their area.
- **Lake County Health Department** participated in the annual "car day" sponsored by the Waukegan Park District. During FY 2012, Lake County health Department installed 88 car seats and inspected 13. Two staff members were recertified as CPS Technicians.
- **Lee County Health Department** distributed 124 car seats and certified one additional CPS Technician. Conducted 7 presentations to various groups throughout Lee County on CPS issues reaching over 75 people.
- **Logan County Department of Public Health** provided 113 car seats to WIC and low income families. Quarterly newsletters were sent out to 12,000 residents in Logan County regarding car seat safety/awareness. Conducted WIC classes during FY 2012 with 340 parents being educated on the proper usage and installation of car seats. Spoke to 29 parents/grandparents concerning car seats and grandparents. Conducted a car seat safety check Christian Child Care where 18 booster seats were checked with no errors and 9 other seats checked with only one being installed correctly.
- **Macomb Fire Department** held four CPS events to help educate the public on traffic safety issues. Handed out posters with the dates of the events and distributed to daycare centers and businesses around Macomb and used local media for press releases. Despite all of the advertisement attendance was low at the four events. The project manager contacted local law enforcement agencies about the possibility of recruiting new CPS Technicians but no new technicians were trained.
- **Macon County Health Department** hosted monthly fitting stations the third Tuesday of each month at the Decatur Fire Department Station #1. Macon County provided technicians the opportunity to receive continuing education training and recertification for CPS certification.
- **Macon County** hosted a CPS certification course in Decatur and trained six additional CPS Technicians in Macon County which increased the technicians for Macon County to 25 CPS Technicians.
- **Macoupin County Public Health** conducted media campaigns in September for CPS Week, Click It or Ticket in November 2011 and May 2012 and April with Safe Kids Week. News releases were submitted for inclusion in eight local newspapers and to air on one local radio station. Conducted two car seat checks at Wal-Mart in Carlinville where 13 seats were checked and four were replaced. A Certified Car Seat Technician hosted a booth at the Southwestern School District Kids Health Fair on March 26, 2012 where 100 kids attended and 6 booster seats were distributed.
- **McHenry County Department of Health** distributed and installed 146 car seats for McHenry County families and 27 car seat safety checks were held in FY 2012. Media was used to disseminate educational information and promote events. Websites used to increase public awareness on the importance of proper car seat usage and notification of upcoming car seat checks, included McHenry County Department of health website, Safe Kids website, Twitter, Facebook and Comcast cable. Assisted in organizing and participated in 3 car seat checks with a variety of local agencies including Safe Kids of McHenry County, McHenry County Sheriff's Office, Centegra Hospital and the McHenry County Department of Public Health. A total of 241 WIC families were instructed on car seat safety.
- **McHenry County Sheriff's Office** distributed 78 car seats and checked 132 car seats to those in need in their community during FY 2012. They reached over 45,000 citizens while having booths at community events, health fairs and schools. For CPS week McHenry County Sheriff's Office partnered with Walmart in Woodstock installing 20 car seats.
- **McHenry Police Department** purchased 34 car seats for the community. Three new CPS Technicians were trained increasing the total of seven CPS Technicians to assist with car seat checks and outreach events. McHenry Police Department participated in over 15 events in the community where they promoted CPS programs and initiatives.
- **Methodist Medical Center of Illinois** distributed a total of 30 car seats/beds during FY 2012. Sixteen Nania Baby Ride seats that can be used for small babies were donated to families with small or premature babies. Eleven Graco Snuggly were donated to families with financial need. Three car beds were donated, including 2 AngelRides and one DreamRide.
- **Morton Fire Department** purchased 17 car seats in FY 2012. Motor Fire Department provided education, car seats and guidance to people in the Morton community.
- **Perry County Health Department** distributed 157 car seats and 96 Booster seats while working with local head start and pre-school programs with a greater focus on children in booster seats.
- **Pinckneyville Police Department** worked with school officials for class time to teach the appropriate ages the importance

- of safety restraints. In FY 2012, Pinckneyville Police Department purchased 17 car seats.
- **Princeton Police Department** purchased 64 car seats in FY 2012. Due to issues within the Department the child restraint seat check stations were not established and the educational component to this program was limited.
 - **Quad Cities Safe Kids-Genesis Illini Hospital** purchased 24 car seats during FY 2012. Hosted three Safe Kids meetings to promote CPS classes. Opened three CPS inspection stations in Rock Island, Moline and East Moline.
 - **Rend Lake College** serves 12 counties in southern Illinois. They used social media to promote their car seat program all year long. They worked closely with the head Start and Pre-K programs to make sure children understood booster seat use. They gave car seat presentations to organizations throughout their 12 counties to grandparents, parents and children. They educated the public by giving out educational materials and answering questions at health fairs and festivals. They participated in four car seat checks and their local fitting station. They checked 73 car seats and distributed 32 car seats.
 - **Roscoe Police Department** conducted over 20 community service nights where the public was invited to have their car seats checked by a certified technician.
 - **Round Lake Heights Police Department** trained one officer as a CPS Technician. A total of two CPS seats were distributed in FY 2012.
 - **Safe Kids Adams County** distributed 128 car safety seats through programs at the Early Childhood & Family Center, community safety seat checks and the fitting station. They hosted car seat checks in the community checking over 130 car seats and educating more than 190 parents and other caregivers.
 - **Safe Kids Champaign County (SKCC)** educated approximately 1,657 people at their inspection station. They checked 885 car seats for proper use and distributed 749. SKCC teamed with Salt and Light resource center during the back to school fair for low income school age children and distributed 70 booster seats. SKCC participated in the CIOT campaigns distributing materials to clients participating in the Maternal Child Health programs at Champaign Urbana Public Health District.
 - **Safe Kids McLean County** distributed 9 infant, 29 convertible, 7 combinations, and 10 booster car seats in FY 2012. Conducted 5 Skills Enhancement CPS classes and 4 community car seat checks during the year.
 - **Safe Kids Winnebago County Coalition** worked with Head Start in Freeport along with three Head Start locations in Rockford with ensuring the children have booster seats to use. Held two workshops with Rockford Youth Service Bureau to ensure the case workers and transport staff know how to properly install car seats and boosters when transporting DCFS children for visits. Held seat check events at SAM's safety fair and OSF Safety Safari as well as at the Safety Fest. Purchased a total of 325 car safety seats during the year.
 - **Schuyler County Public Health Department** distributed and installed four car seats during FY 2012. Distributed educational materials in the local health departments, WIC and Family Case management clients. Information was also handed out at local community events throughout the year including Culbertson Memorial Hospital Health Fair, Schuyler County Fair and Smiles Day festival.
 - **Sherman Police Department** continued to maintain two certified CPS Technicians. Sherman Police Department participated in two media events in May 2012; the Spaulding Police Department's Traffic Safety fair and worked a Public Safety Day at the Walgreens in Sherman where no inspections were completed.
 - **SIU Board of Trustees** held 8 checkpoint events checking over 200 car seats. Conducted four booster seat events distributing 127 booster seats. Hosted one CPS press event and assisted with two CIOT media events. Coordinated four in-service training for 57 adults, including 25 physicians.
 - **St. Francis Medical Center** distributed or checked 1,313 car seats at fitting stations and local car seat check events during FY 2012. They held 48 car seat events in the Peoria Tri-County area. 338 parents completed their comfort level question with an average increase in comfort of 21 percent. 18 of the registered CPST candidates completed and passed the course in December 2011 and May 2012.
 - **St. Francis Medical Center** coordinated the Special Needs Child Passenger Safety Resource Center. In FY 2012, St. Francis Medical Center responded to 1,125 CPS calls, of which 460 were special needs-related. This was an 11 percent total calls increase compared to FY 2011. Conducted 27 trainings, in-services, workshops and presentations to 3,599 people on safe travel for children with special needs, general CPS and the Special Needs CPS Resource Center. Three special needs CPS technician courses were held during FY 2012, a total of 33 technicians successfully completed the "Safe Travel for All Children" course in Chicago, Kankakee and Peoria.

- **St. Francis Medical Center** coordinated the Be A Buckle Buddy! program expansion through the Children's Hospital of Illinois. In FY 2012, 277 packets were sent to Illinois reported drivers, this was a 21 percent decrease from FY 2011. These educational packets were sent to Illinois motorists observed transporting unrestrained children. A total of 26 agencies participated in car seat check events and educated 520 people during the month of July 2012. A total of 45,037 people were educated through health fairs, classes and community events throughout the year.
- **St. Mary's Good Samaritan Hospital** goal is to distribute a new car seat to expectant and new parents while providing them with car seat education when attending prenatal classes and deliver their newborn to Good Samaritan Hospital. In FY 2012, a total of 456 car seats were distributed along with conducting 12 CPS instruction classes.
- **St. Mary's Hospital** has 11 trained CPS Technicians in the hospital to assist with car seat installations 6 are in the OB Department. Conducted prenatal classes as a way of educating parents before they have their baby to help educate them to make good choice when purchasing a car seat. During CPS week, distributed 225 flyers at Head Start, WIC and the Marion County Health Department about the Seat Check Saturday event. Delivery numbers have decreased due to loss of physicians over the past few years.
- **Touchette Regional Healthcare** distributed 252 Evenflo car seats to new mothers/families who delivered infants at Touchette Regional Hospital. CPS Technicians participated in educating community members about CPS at community health fairs, including the Rhem Worship Center in East St. Louis and Southern Illinois Health Care Foundation Healthy Start Community Baby Shower. Pregnant mothers were provided information such as "The Pregnant Woman's Guide to Buckling Up". During hospitalization for delivery of infant, mothers and support persons were given verbal instructions, demonstration and written instructions regarding use of car seat.
- **United Way of Greater St. Louis** purchased 111 car seats and distributed 47. Organized two events at the Riverbend Head Start and the Family Services offices in Venice, Illinois where 20 CPS seats were checked and 19 replacement seats were provided.
- **Wayne County Health Department** distributed 108 and checked 26 car seats to county residents. A total of 31 CPS classes were conducted in FY 2012.
- **Wheeling Police Department** distributed 37 car seats to families deemed low-income or simply unable to afford a car seat due to personal circumstances. In FY 2012, conducted 114 car seat inspections by appointment, four CPS Technicians attended a Skills Enhancement Class, certified 4 new CPS Technicians, 2 events at the local Daycare Centers where 72 CPS seats were inspected and 10 seats were distributed. Wheeling Police Department also conducted 3 community events where 109 seats were inspected and 7 seats were distributed to those in need.
- **Whiteside County Health Department** distributed 155 car seats to their clients and checked an additional 43 seats. They took advantage of several opportunities to provide education to nearly 900 community members about the importance of car seats. Some of those events were: the county fair, parades, WIC classes, church groups and events at schools. Whiteside County Health Department used a message board in English and Spanish to get their message out to the community.
- **Williamson County Sheriff's Office** held 4 formal educational classes for parents through the year. The Sheriff's Office distributed 218 CPS seats, and checked 41 during the year. The Sheriff's Office also participated in three media events: Thanksgiving CIOT campaign, Memorial Day CIOT and the CPS Seat Check Saturday kickoff.
- **Winnebago County Health Department** purchased 17 infant, 50 convertible, 41 combination and 18 Booster seats during the year. A total of 135 seats were distributed during the year. During Car Seat Safety Week the Winnebago County Health department completed a CPS class where 34 families were given information and flyers about Car seat Saturday as well as watched a DVD on proper installation of car seats.

CPS Seats (DTS) #12-21-04

\$9,805.94

This task provided funds for the DTS to purchase car seats for DTS's CPS programs statewide. In FY 2012 DTS purchased 199 car seats.

Keep Kids in Safe Seats (SOS) #12-21-05

\$27,173.97

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to maintain five existing car seat installation locations statewide and to expand the program to an additional site in southern Illinois. SOS checked 420 car seats at their Driver Facility sites in FY 2012. SOS speakers conducted 73 CPS/Youth Traffic Safety presentations reaching a total of 1,652 people.

CPS PI&E Materials (DTS) #12-21-06**\$0.00**

This task provided funds for the DTS to purchase car seats for DTS's CPS programs statewide. In FY 2012 no activity occurred in this task based on a large inventory of CPS materials.

CPS Re-Certification Fees (DTS) #12-21-07**\$225.00**

This task provided funds for the DTS to pay for CPS re-certification fees for DTS staff. In FY 2012 DTS paid for three staff member re-certification fees.

Paid Media (DTS) #12-21-09**\$80,841.75**

This task provided funds for paid media in support of Illinois' Child Passenger Safety campaign with Radio Disney. A total of 432 radio spots and 2,515,375 internet impressions ran from May through September in support of Child Passenger Safety.

CPS Instructor Meeting (DTS) #12-21-10**\$2,627.52**

This task provided funds for DTS to conduct a CPS Instructor meeting. In FY 2012, DTS conducted a CPS Instructor meeting on February 29-March 1, 2012 in Springfield where an estimated 60 Instructors attended.

Motorcycle/Pedestrian/Pedal Cycle Safety

2012 Motorcycle Overview

In 2012, preliminary numbers show 20,013 motorcyclists received training through the Department's Cycle Rider Safety Training Program (CRSTP). While this number represents a 3.9 percent decline in training from the previous year, it represents a significant success considering two major adversities faced by the program. First, 2012 was one of the hottest summers on record. In addition, agreement could not be reached with Caterpillar for the use of their properties in Montgomery and Pontiac. These properties contained 5 training ranges on which over 1,000 riders were trained in the previous year. The beginner rider course (BRC) and intermediate rider course (IRC), which are for students with no (BRC) or limited (IRC) experience, trained 19,596 students combined. Scooter riders were admitted to BRC courses where they were allowed to train on their own scooter (350 cc or less) with proof of insurance and a scooter in good mechanical condition. The experienced rider course (ERC) is for riders with at least one year and 1,000 miles of riding experience or riders who have successfully completed the BRC and have six months riding experience and 500 miles on a motorcycle. A total of 358 riders received training through the ERC. Included in the ERC numbers are Trike Courses and Sidecar Courses. Additionally, 48 students successfully completed Instructional Preparation Courses and joined the Program's Instructor Corps. All courses are offered free of charge to Illinois residents. The program is funded by Illinois motorcyclists through a portion of their license endorsement and license plate fees.

Prior to the beginning of prime riding season each year, IDOT holds "GEAR UP for a SAFE RIDE" press events in locations in Northern, Central and Southern Illinois. In 2012, those events were held on March 28th. Champion Cycle Center of Chicago, World Power Sports of Decatur and Black Diamond Harley Davidson of Marion were gracious hosts for speakers from IDOT, ISP, Abate of Illinois and Gold Wing Road Riders who spoke of the importance of the use of protective riding gear and mechanically sound motorcycles. DTS ran 17,196 Radio and TV spots from April through September 2012 focusing on the Start Seeing Motorcycles and Gear Up messages. Along with billboard buys, it is estimated that nearly 13,000,000 impressions were generated by our advertising program.

Governor Pat Quinn proclaimed May as Motorcycle Awareness Month. On May 2, 2012, DTS held three media events at the following locations: Pioneer Court at NBC5/Studio 5 in Chicago, Lincoln Park Lagoon in Springfield and Baril's Cycle Connection in Herrin. Representatives of IDOT, ISP, Abate and Goldwing spoke of the importance of motorist awareness of the presence of motorcyclists and of their relative vulnerability during the upcoming riding season. In Herrin, a motorcycle fatality victim's family spoke of the enormous pain endured by families of those killed and injured in motorcycle crashes, and encouraged the motoring public to watch out for motorcyclists and become part of the solution of this horrible problem.

While DTS' primary focus continues to be to increase the number of motorcyclists trained in Illinois, the realization of the severity of motorcycle fatality and injury rates as compared to other types of vehicles dictates that we do more. As essential as training is, it must be accompanied by a multi-directional approach to the problem. Consequently, DTS is engaged in the transformation of what had been, up until 2005, primarily a Motorcycle Training Program into a Comprehensive Motorcycle Safety Program. DTS research staff are being utilized in the study of motorcycle crashes to determine the "Who, What,

When, Where and Why” factors in an effort to identify workable countermeasures to reduce motorcycle fatalities and injuries. Networking with other state agencies and private stakeholders in the promotion of motorcycle safety issues is proving to be a successful strategy.

Also in 2012, work continued on our web site, www.startseeingmotorcycles.org. The site moved closer to being a “one-stop shop” for motorcycle enthusiasts.

On December 14-14, 2011, the Second Annual Motorcycle Winter Conference for Motorcycle Coordinators, Instructors and Advocates was held in Springfield. Over 100 attendees comprised of motorcycle riders group of ABATE, Gold Wing Road Riders Association, Christian Motorcyclist Association and Illinois State Police motorcycle troopers listed to a wide array of speakers on topics of interest to the motorcycling community. The post-conference survey revealed that participants rated the event as a success and useful in their respective activities in the furtherance of motorcycle safety. Overall, the conference successfully spread IDOT/DTS’s motorcycle safety messages.

2012 Pedal Cycle Overview

In FY 2012, DTS continued to partner with the Chicago Department of Transportation (CDOT) to execute the Chicago Bicycle Safety Initiative. The Chicago Bicycle Safety Initiative began in 2001, when the DTS granted funding to CDOT to establish Mayor Daley’s Bicycling Ambassadors (MDBA), a team of public outreach and education specialists. Ambassadors travel, by bicycle, to events all over Chicago and provide face-to-face safety education to bicyclists and motorists. In FY 2012, the city of Chicago’s Bicycling Ambassadors celebrated its 11th Anniversary as the leading force in bicycle safety education and outreach in Chicago.

This year’s team was comprised of nine Bicycling Ambassadors and 17 Junior Ambassadors. The team appeared at events all over the city of Chicago conducting face-to-face outreach in order to reach as many Chicagoans as possible. Outreach events included public education at libraries, schools, community festivals, businesses, athletic competitions and Chicago Park District Day Camps.

At every event, the Ambassador team provided bike safety information to the public through conversation and educational literature. This literature focuses on topics such as proper helmet use, bicycling with family, using the bike lanes properly, sharing the road with motorists and commuting to work.

The city of Chicago’s Bicycling Ambassadors reached more people in 2012 than ever before. Between March and October the Ambassadors: attended 515 events throughout the city, directly educated nearly 63,500 people through face-to-face education, properly fit 1,235 helmets on adult and youth cyclists and directly educated over 15,000 people about dangerous cyclist and motorist behaviors at 91 Share the Road events.

In its fourth year, the city of Chicago’s Bicycling Ambassadors continued to expand the Share the Road initiatives in 2012, the Ambassadors worked in collaboration with 23 Aldermanic Offices and 17 Chicago Police Districts. The program focuses on motorists, pedestrians and bicyclists by educating them about how to share the road and prevent crashes. The Ambassadors educated over 15,000 Chicagoans at 91 Share the Road events at intersections throughout Chicago.

Lakefront Trail Outreach are community events that educate cyclists and pedestrians on the 18-mile paved trail along Lake Michigan. Sponsored in part by the Chicago Park District, Ambassadors provide maps, safe cycling information and brochures on cycling events in Chicago to trail users. Additionally, they answer questions on bike routes, trail etiquette and Chicago bicycle laws. Ambassadors led 27 Lakefront Trail outreach events at various locations from Hollywood Avenue on the north side to 71st on the south side educating 12,000 people.

Thirty-six percent of all Ambassador outreach events focused on children and youth in 2012. For six weeks of each season the Ambassadors focus on Chicago’s youth encouraging bicycle use and safe riding techniques. They educated more than 17,100 young people with bicycle safety messages, and attended 175 Chicago Park District day camps all over the city.

2012 Pedestrian Overview

The primary goal of Chicago's Pedestrian Safety Initiative is to reduce traffic fatalities and serious injuries among all pedestrians, with particular emphasis on children and seniors. CDOT has a number of programs and projects aimed at improving conditions for pedestrians in order to meet this primary goal. In FY 2012, CDOT implemented the following pedestrian safety initiatives: Chicago Safe Routes Ambassadors, Teen Safety Campaign, Safe Routes for Seniors, Mayor's Pedestrian Advisory Council and Pedestrian Safety Enforcement Assistance.

In 2012, CDOT employed a combination of education, enforcement and encouragement strategies to most effectively address the pedestrian crash problem in Chicago. Chicago's Safe Routes Ambassadors educated children in Chicago schools on safe pedestrian and bicyclist behavior and worked to develop a Teen Safety Campaign to reach older students. The Safe Routes for Seniors program educated the senior population in Chicago on safe pedestrian behavior, created train-the-trainer workshop materials and began the process of developing safety videos to show at these trainings and distribute digitally. The Mayor's Pedestrian Advisory Council worked with CDOT to develop and inform pedestrian safety initiatives, including the Chicago Pedestrian Plan, a Complete Streets policy guide, the Make Way for Play safe park access plan and CDOT's Make Way for People initiative. CDOT coordinated with the Chicago Police Department (CPD) to provide locations and outreach around pedestrian safety enforcement events to encourage drivers to follow pedestrian-related laws.

Pedestrian fatalities and crashes in Chicago, particularly among youth, have shown a downward trend or remained steady. CDOT's multi-disciplinary approach to motorist and pedestrian enforcement, education and encouragement, including the Pedestrian Safety Initiative, was working to reduce pedestrian fatalities and crashes and make streets safer.

MOTORCYCLE CRASHES

	2007	2008	2009	2010	2011	Previous 4 Average	% Change 11vs4yr
Total Crashes	4,819	4,901	3,846	4,013	3,756	4,395	-14.5
Fatal Crashes	154	130	124	130	142	135	5.2
Injury Crashes	2,573	3,166	2,822	2,928	2,745	3,003	-8.6
Motorcyclists Killed	157	135	130	131	145	138	5.1
Motorcyclists Injured	3,390	3,463	3,152	3,189	3,020	3,299	-8.5
Non-Motorcyclists Killed	2	5	2	1	1	2	-50.0
Non-Motorcyclists Injured	253	229	172	205	200	215	-7.0

Comparing 2011 to the previous four year average, the number of motorcyclist killed increased by 5.1 percent, while the number of motorcyclists injured decreased by 8.5 percent.

PEDALCYCLE CRASHES

	2007	2008	2009	2010	2011	Previous 4 Average	% Change 11vs4yr
Total Crashes	3,888	3,853	3,255	3,599	3,107	3,649	-14.9
Fatal Crashes	17	28	20	24	27	22	22.7
Injury Crashes	3,836	3,331	3,100	3,444	2,912	3,428	-15.1
Pedalcyclists Killed	18	27	20	24	27	22	22.7
Pedalcyclists Injured	3,867	3,342	3,123	3,464	2,930	3,449	-15.0

When comparing 2011 to the previous 4-year average, the number of pedalcyclists killed increased by 22.7 percent while the number of pedalcyclists injured decreased by 15.0 percent.

PEDESTRIAN CRASHES

	2007	2008	2009	2010	2011	Previous 4 Average	% Change 11vs4yr
Total Crashes	6,191	5,877	5,313	5,215	4,978	5,649	-11.9
Pedestrians Killed	172	135	111	115	135	133	1.5
Pedestrians Injured	6,171	5,423	5,231	5,174	4,911	5,500	-10.7

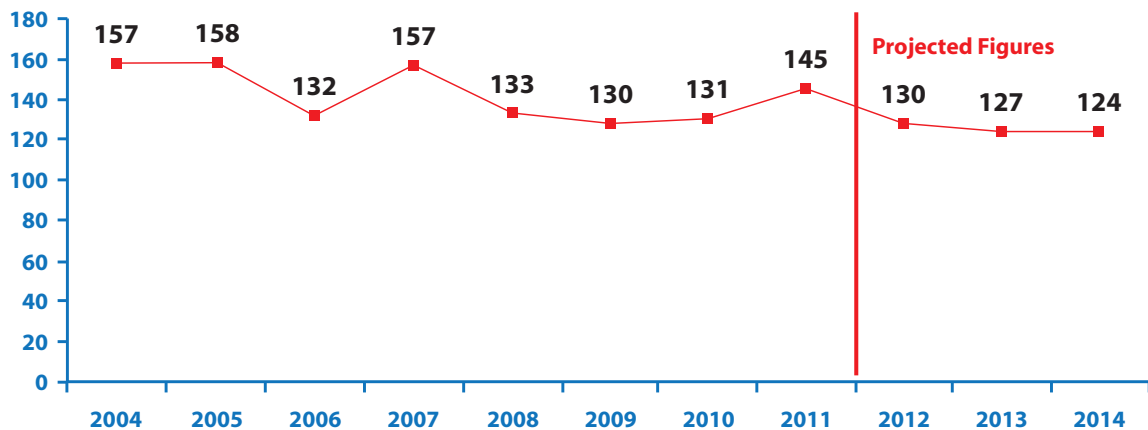
Comparing 2011 to the previous 4-year average, the number of pedestrians killed increased by 1.5 percent, while pedestrians injured decreased by 10.7 percent.

Motorcycle/Pedestrian Program Goals

Goal

- To reduce the statewide motorcycle fatalities from the 2004 level of 157 to 124 by December 31, 2014.

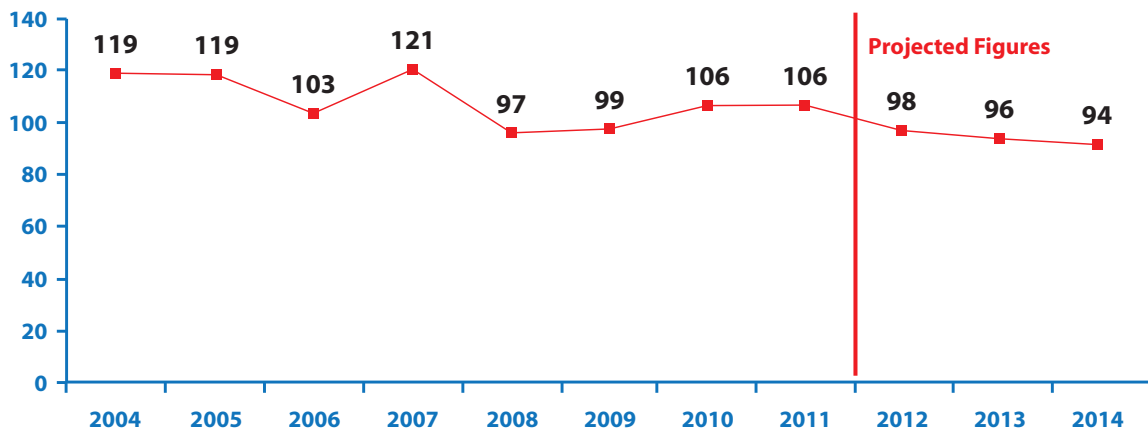
Motorcyclist Fatalities



Goal

- To reduce the number of unhelmeted motorcycle fatalities from the 2004 level of 119 to 94 by December 31, 2014.

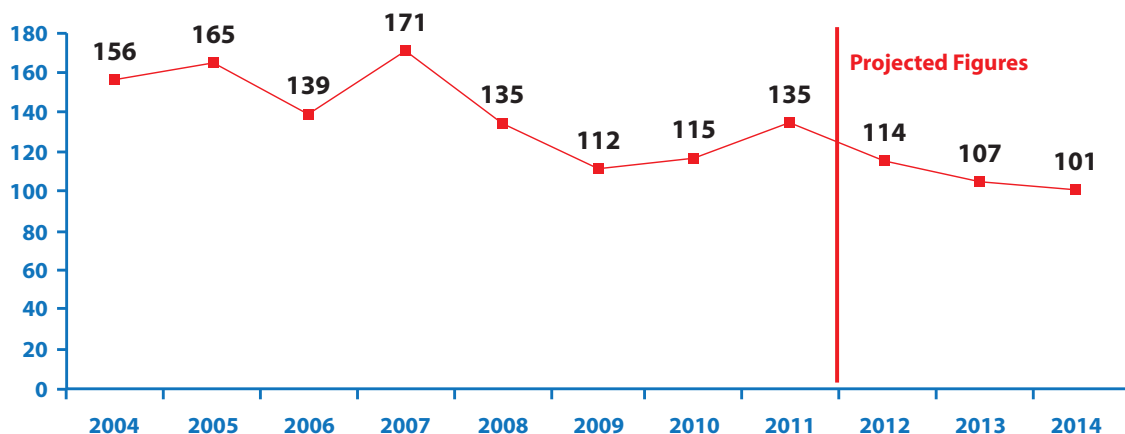
Unhelmeted Motorcyclist Fatalities



Goal

- To reduce the statewide number of pedestrian fatalities from the 2004 level of 156 to 101 by December 31, 2014.

Pedestrian Fatalities



Strategies

- Continued to implement recommendations from the Motorcycle Safety Program Assessment.
- Increased training opportunities for beginning motorcycle riders in Illinois through DTS's Cycle Rider Training Program.
- Continued to implement a public information and education campaign for motorcycle awareness.
- Conducted a paid media campaign for the motorcycle riding season.

Project Summaries

Section 402

Bicycle and Pedestrian Safety (Local) #12-12-02

\$204,486.82

This task provided funds for three local agencies to conduct bicycle safety education projects. The three projects are:

- **Chicago Department of Transportation's (CDOT) Bicycle Ambassadors** program celebrated its 11th year as the leading force in bicycle safety education and outreach in Chicago. The Ambassadors are a team of community outreach specialists who promote Chicago as a world class cycling city. In FY 2012, the Bicycle Ambassadors conducted: 515 events throughout Chicago, directly educated nearly 63,500 people through face to face education, properly fit 1,235 helmets on adults and youth cyclists and directly educated over 15,000 people about the dangerous cyclist and motorist behaviors at 91 Share the Road events. In FY 2012, the Bicycling Ambassadors worked in collaboration with 23 Aldermanic Offices and 17 Chicago Police Districts. The program focuses on motorists, pedestrians and bicyclists by educating them about how to share the road and prevent crashes. In FY 2012, the Bicycling Ambassadors led 27 Lakefront Trail Outreach events at various locations from Hollywood Avenue on the north side to 71st on the south side educating 12,000 people.
- **Chicago Department of Transportation's FY 2012 Chicago Pedestrian Safety Initiative** is to reduce the incidence of traffic fatalities and serious injuries among all pedestrians, with particular emphasis on children and seniors. CDOT has a number of programs and projects aimed at improving conditions for pedestrians in order to meet this primary goal. In FY 2012, Safe Routes Ambassadors visited 99 Chicago schools for in-class presentations, reaching over 11,500 students and over 450 adults, 62 Chicago elementary schools for follow-up on-foot workshops, conducted 28 community events reaching an additional 595 children and 1,580 adults, visited 45 Wards and 25 Police Districts. In FY 2012, the Safe Routes Ambassadors continued to expand the educational programming offered to include a 10th grade driver's education curriculum. This presentation was piloted in three high schools, reaching 1,920 students and 29 adults.
- **Chicago Police Department** conducted a Crosswalk Enforcement Initiative in FY 2012. Chicago Police Department collaborated with CDOT to determine the most appropriate sites for crosswalk enforcements. Locations were selected based on police-identified problem locations, pedestrian volume, IDOT crash data and other factors. Chicago Police Department conducted 55 crosswalk enforcement missions were completed throughout the city in an effort to raise awareness of the law stating cars must stop for pedestrians when they are in an unsignalized crosswalk. A total of 825 citations were issued for failure to stop for pedestrians in crosswalks, 941 other citations, 21 Police Districts served and 25 Wards served.

Section 2010

PI&E Campaign (DTS) #12-22-01

\$57,217.26

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2012, DTS purchased the following motorcycle outreach materials: 500 motorcycle safety sticky notes, 200 motorcycle safety mouse pads, 2,500 motorcycle safety eye glass lanyards, 3,000 motorcycle safety sport packs, 20,000 Gear Up bumper stickers, 30,000 Gear Up static clings, 10,000 Gear Up eye glass cases, 15,000 Gear Up wipes, 2,500 Gear Up yard signs and 115 Gear Up banners.

Paid Media (DTS) #12-22-02

\$306,705.81

This task provided funds for DTS to purchase paid media during the motorcycle riding season. In FY 2012 over 113,608 spots ran along with 7,483 added value radio spots ran on the Illinois Radio Network from April through September 2012. DTS continued with the early "Gear Up" campaign which encourages seasoned and novice riders to get prepared for motorcycle riding season. The radio public service announcement also focused on the Start Seeing Motorcycles message for motorcyclist's awareness on Illinois roadways.

Motorcycle Winter Conference (DTS) #12-22-04

\$4,344.36

This task provided funds for DTS to conduct a Motorcycle Winter Conference. On December 15-16, 2011 DTS held its second annual Motorcycle Winter Conference. The goal of the conference was to show attendees all the different individuals and efforts involved with the DTS Cycle Rider Safety Training Program. Over 100 attendees comprised of motorcycle training instructors, members of the motorcycle riders group of ABATE, Gold Wing Road Riders Association, Christian Motorcyclist Association and Illinois State Police troopers enjoyed a wide array of speakers on topics of interest to the motorcycling community.

Traffic Records

2012 Overview

DTS continued the coordination of a multi-agency Illinois Traffic Records Coordinating Committee (TRCC) which provides a forum for review and comment of traffic records issues within the state of Illinois. This coordinating committee includes representatives from various public and private organizations and members serve on one of three subcommittees (Planning, Engineering Safety and Data Quality). Over the past year, the TRCC has continued to encourage more participation from members and implemented an attendance requirement to be considered a voting member. There has been considerable discussion about the importance of the strategic plan to justify the development of relevant 408 projects.

In May 2012, DTS developed a comprehensive safety data improvement strategic plan for the Section 408 application which is considered part of the multi-year Statewide Traffic Records plan required by the SAFTEA-LU. In developing the Illinois Traffic Records Strategic Plan (ITRSP) Illinois took an important step in establishing the goals, policies and actions that would lead to the development of an efficient and effective system for traffic records improvement. Illinois developed and submitted a comprehensive traffic records strategic plan and an application for funding under the Section 408 grant (www.dot.il.gov/trafficsafety/ITRCC/2012%20Strategic%20Plan.pdf).

The purpose of this document is to provide the ITRCC, DTS and other traffic safety stakeholders of the state of Illinois with a Strategic Plan for Traffic Records Improvements. This plan is aimed primarily at actions that the Illinois TRCC can help accomplish through its membership while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the state, but it does not represent an attempt to set those agencies' agendas. Rather, it is an attempt to help the ITRCC fulfill a broad role of communication, coordination and assistance among collectors, managers and users of traffic records data in Illinois. This plan is based on the 2011 NHTSA Traffic Records Assessment. The assessment was supplemented by information from other documents provided by the state to the project team.

The National Highway Safety Administration (NHTSA) continued a grant to DTS to develop a CODES (Crash Outcome Data Evaluation System) program in Illinois. This project is based on collaboration between DTS and the Illinois Department of Public Health (IDPH). Under this grant, DTS continues to link existing traffic crash records with health care data sources from EMS, trauma registry, hospital discharges and vital records (death certificates). The linked database are used to support local, regional and statewide highway safety decision-making to affect decreases in deaths, non-fatal injuries (e.g., head, neck, upper extremity and lower extremity) and health care costs resulting from motor vehicle crashes. Individual databases are not always adequate for certain analyses (e.g., race, ethnicity and socioeconomic status). Two sources, law enforcement and public health track victims separately. None of the health-related data are linked back to crash data.

Currently, the crash database as well as a few small local databases, citation data, limited health care data and the exposure data (population and vehicle miles of travel) are used to identify traffic safety problems and evaluate the highway safety programs and projects. The Evaluation Unit within DTS is responsible for problem identifications, developing highway safety goals and objectives and evaluating highway safety programs and projects. Currently, under the CODES grant, the Evaluation Unit staff has completed several years of crash/hospital inpatient and outpatient data linkages and produced reports and presentations on specific traffic safety issues, such as seat belt and helmet use and their associated health care costs (see www.dot.il.gov/trafficsafety/tsevaluation.html).

Electronic Data Reporting System

In 2010, Illinois adopted a new electronic data collection system entitled: Traffic and Criminal Software (TraCS). The system was developed by the Iowa Department of Transportation and is used by 14 other states which comprise the National Steering Committee.

In June 2012 after much consideration, DTS terminated the Traffic and Criminal Software (TraCS) program because the program was not cost-effective and was not expected to generate significant change in data collection results for several years, if at all. Several projects within the TraCS program were under way, but none of these projects were finalized within the three years TraCS was in existence at Traffic Safety. The program was expected to cost between \$650,000 and \$800,000 per year to implement (including personal services, licensing and fees), and significant changes in reporting results from the status quo were not expected until FY 2015 at the earliest, with no guarantee.

Racial Profiling

On June 29, 2012 DTS released the 8th annual Racial Profiling Study report. DTS collected data from 984 law enforcement agencies throughout Illinois. These agencies submitted 2,167,550 stops which were then analyzed by Alex Weiss Consulting. This report was released to the Governor and General Assembly June 2012 and made available to the public June 29, 2012. The 2011 annual report is available on the following website: <http://www.dot.il.gov/trafficstop/results11.html>.

The 97th General Assembly passed two bills that were signed by the Governor that changed the data elements being collected for the Illinois Traffic Stop Study. Public Act 97-0469 required data to be collected on the use of police canines for traffic stops and Public Act 97-0396 changed the race categories to coincide with the 2010 census data. The collection form for this study was altered to accommodate these changes and law enforcement agencies began collecting the new data elements on January 1, 2012.

The Problem

- Timely, accurate and complete crash-related databases.

Traffic Records Goals

1. Provide better data that is absolutely essential to reducing the human and economic cost of motor vehicle crashes.
2. Improve agency-specific data systems through identifying an information gathering process that includes interviews, technical group sessions and systems analysis.

Project Summaries

Section 402

Traffic Intelligence Officer (Local) #12-05-02

\$21,145.81

This task provided funds for the Illinois Association of Chiefs of Police (IACP) to help share traffic safety and crash information with local and state police districts. There were three main developments as part of the position including a traffic intelligence newsletter, Traffic Intelligence Summaries and completion of major crash data requests. The data summaries include maps, statistical data and trends in traffic crashes for the time period of 2006 through 2011. IACP developed the first edition of the Traffic Intelligence Newsletter in February 2012. The goal of the newsletter is to provide traffic safety information and crash statistics to local and state police agencies.

Section 408

408 Coordinator (DTS) #12-18-01

\$55,014.87

This task provided funds for the DTS to pay half the salary of the section 408 coordinator. In FY 2012, Darrell Clark from DTS was named the 408 coordinator. Mr. Clark is the point person for all of the 408 activity within the Division.

TraCS (DTS) #12-18-02**\$79,055.18**

This task provided funds for the DTS to implement the Traffic Criminal Software (TraCS) program. In June 2012 DTS terminated the TraCS program because the program was not cost effective and was not expected to generate significant change in data collection results for several years. Due to the various problems with TraCS and the similarly costly MCR program DTS is moving towards a more flexible, less costly, third party, private-sector systems for data collection. The DTS goal is to transition the current MCR law enforcement agencies over to third party vendors.

Chicago Data Integration (Local) #12-18-03**\$317,825.76**

This task provided funds for the city of Chicago to coordinate and integrate the crash databases maintained by the city of Chicago and IDOT. In FY 2012, CDOT completed the Unified Front End (UFE) for traffic crashes initial development. Currently the contractor is looking at bug fixes, formatting issues and summary screen. Integration of SOS and RD Number interface pending, although the independent testing of these two interfaces completed successfully.

Chicago – DOT (Local) #12-18-04**\$0.00**

This task provided funds for the Chicago Department of Transportation (CDOT) to enhance the quality of the crash data recorded for the city of Chicago. No activity occurred in this task in FY 2012 due to CDOT working strictly on the city of Chicago's Electronic Crash reporting and Data Integration project.

Crash Reconstruction (ISP) #12-18-06**\$10,050.29**

This task provided funds for the ISP to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2012, the Traffic Crash Reconstruction Unit sent 13 officers to the Illinois Association of Technical Accident Investigators (IATAI) training and outdoor testing.

CODES (DTS) #12-18-07**\$51,790.80**

This task provided funds for the DTS to conduct a CODES program in FY 2012. DTS analyzes hospital data on the number of discharges, average length of stay, primary injuries, types of crash controlling demographics, belt status, vehicle type, expected payment source and discharge status. DTS continues to develop analytical models to study the relationship between hospital discharges, seat belt status and alcohol impairment, controlling for several demographic, vehicle and crash characteristics.

MCR Training #12-18-09 (Local)**\$175,497.98**

This task provided funds to conduct and implement the Mobile Data Crash Reporting (MCR) program to law enforcement agencies throughout the state. In June 2012 DTS terminated the TraCS program because the program was not cost effective and was not expected to generate significant change in data collection results for several years. Due to the various problems with TraCS and the similarly costly MCR program DTS is moving towards a more flexible, less costly, third party, private-sector systems for data collection. The DTS goal is to transition the current MCR law enforcement agencies over to third party vendors. The expenditures under this task were for the three UIS employees hired under the project but were terminated in June 2012.

Imaging Enhancement (SOS) #12-18-12**\$17,487.00**

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire one contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. The contractual employee processed 585 cases and answered 1,671 telephone calls relating to crash files. These figures are down from previous years since the Office of Secretary of State (SOS) was unable to hire a contractual person until mid-year. SOS also purchased nine computer monitors for staff in the safety responsibility area.

Data Analysis (IDPH) #12-18-13**\$70,650.65**

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. During FY 2012 the Data Reporting System was updated with the following calendar years of data: 2010 Traffic Crash Report, 2008-2010 Trauma Registry, 2008 Mortality data and 2010 Hospital Discharge data. In addition, added subsequent years of data to the web-based Illinois EMS Data Reporting System and updated with the most current year of crash report data a set of 11 fact sheets "Quick facts" reports. As of June 30, 2012, the Data Reporting System has the following: 6,588,230 crash records, 15,120,239 road user records, 1,465,954 death records, 27,175,866 discharge records and 724,356 trauma admission records.

UIS Evaluation Project #12-18-15 & #12-05-03 (Local)

\$78,449.67

This task provided funds for the University of Illinois at Springfield (UIS) to conduct comprehensive and high-quality program evaluation work as needed by DTS. There are three staff members who report directly to the DTS Evaluation Unit Chief. The goal of the project is to improve the effectiveness of the highway safety projects conducted by IDOT through expanded program evaluation. This task was split between two other tasks, #12-05-03 and the CODES grant, since there was adequate funding within those two tasks no expenditures were charged to task #12-18-15.

Section 1906

Racial Profiling Study (Local) #12-23-01

\$113,000.00

This task provided funds for the University of Illinois at Chicago to develop a Racial Profiling Data Collection and Analysis study. On June 29, 2012 DTS released the 8th annual racial Profiling Study report. These agencies submitted 2,167,550 stops which were analyzed by Alex Weiss Consulting.

Racial Profiling Staff (DTS) #12-23-03

\$61,260.96

This task provided funds for DTS to fund one Racial Profiling Staff Assistant. The Racial Profiling Staff Assistant assisted in the implementation of the Racial Profiling Prevention and Data Oversight Act for DTS.

Police Traffic Services

2012 Overview

DTS continues to believe the most effective tool in reducing injuries and fatalities is through high-visibility enforcement. Increased enforcement maximizes the likelihood of detecting, arresting those drivers who are breaking the law by being impaired, not buckling up and speeding. DTS encourages local, county and state agencies to establish strong policies regarding DUI and occupant restraint enforcement, using innovative techniques and available technology to increase apprehension and the public's perception of the risk of apprehension. A large percentage of the enforcement takes place in Illinois' 23 county breakdown and other counties where DTS determines a need.

One of high-visibility enforcement projects that DTS continues to fund through local law enforcement agencies is the Sustained Traffic Enforcement Program (STEP). The STEP grants focus sharply on specific times of the year and also on specific times of the day when data shows alcohol-involved and unbuckled fatalities are the highest. The increased enforcement details conducted during these times raises the perception of getting caught and deters potential impaired drivers and potential unbuckled drivers. STEP brought together impaired driving and seat belt enforcement closer together because of the connection between late-night alcohol-involved fatalities, late-night unbuckled fatalities and lower late-night seat belt usage. STEP required participation in the Thanksgiving, Christmas/New Year's, St. Patrick's Day, Memorial Day, July 4th and Labor Day Campaigns. This created a sustained, year-long emphasis on DTS's high enforcement priorities: impaired driving and nighttime seat belt usage. In FY 2012, a total of 138 local law enforcement agencies participated in the STEP program writing over 85,000 citations. DTS continued to explore new innovative enforcement techniques (i.e. nighttime occupant protection enforcement zones and flexible RSC's) with local and state agency projects.

DTS continued to fund local law enforcement agencies, the Illinois State Police (ISP), the Office of the Secretary of State Department of Police and the Illinois Department of Natural Resources enforcement projects that participated in other seat belt and impaired driving enforcement campaigns during FY 2012. All enforcement activities were supported with a comprehensive paid media and earned media efforts.



Click It or Ticket Campaigns

DTS's goal was to achieve 94 percent seat belt compliance through high-visibility enforcement, nighttime belt enforcement and increased public outreach.

DTS conducted a Click It or Ticket (CIOT) campaign from November 1–December 5, 2011. This campaign coincided with the Thanksgiving holiday. A total of 19,986 patrol hours were logged by 143 local departments and the Illinois State Police (ISP) resulting in 23,511 being issued during the campaign.

In 2012, DTS conducted two statewide CIOT campaigns during the month of May 2012 with special emphasis on increasing seat belt usage among Illinois' rural population. During the statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 23,727 enforcement hours and wrote 31,005 citations, 16,753 (54.0 percent) of which were seat belt and car seat citations.

DTS held nine statewide evening press events to kick off the mobilization with the clear message that law enforcement is on duty both day and night. Late night seat belt enforcement has become a cornerstone of the CIOT campaign because late evening hours are the deadliest time on our roadways.

Impaired Driving Campaign

During DTS's "Drive Sober or Get Pulled Over" campaign a total of 157 local law enforcement agencies and all ISP districts participated in the 2012 Labor Day Crackdown. A total of 127 roadside safety checks and 1,342 saturation patrols were conducted during August 17 - September 5, 2012 enforcement period. Local law enforcement and ISP logged a total of 19,534 patrol hours and issued 21,586 citations during the campaign. Local law enforcement and ISP issues a total of 741 DUI citations, an average of one DUI citation written every 26.7 patrol hours.

Enforcement Techniques

In FY 2012, DTS continued with the following enforcement techniques that were utilized by local, county, university and state law enforcement agencies:

- Saturation patrols
- Mobilization enforcement
- Occupant protection enforcement zone
- Sustained enforcement
- Seat belt enforcement zones
- Overt operations for youth parties
- Covert operations – package liquor checks
- Flexible roadside safety checks
- Roadside safety checks

Training

The Illinois Law Enforcement Training and Standards Board (ILETSB) trained 1,356 local law enforcement officers and conducted 72 courses in FY 2012. These trainings are conducted through the ILETSB's mobile training units located in 16 locations throughout Illinois. The goal of this program is to provide traffic safety-related training for Illinois local law enforcement officers on a statewide basis.

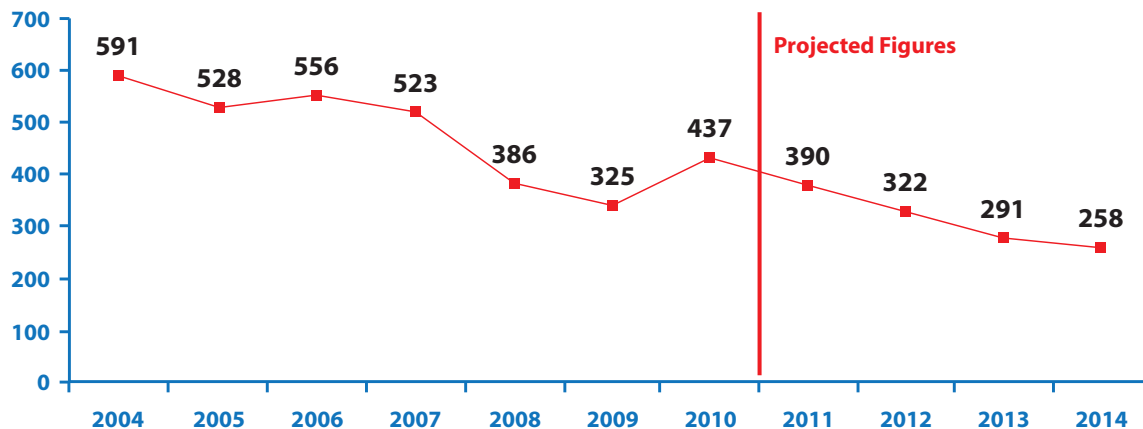
Comparison of Seat Belt Usage Rates in Illinois and the United States

	ILLINOIS		NATIONAL	
	No.	%	No.	%
2012 Seat Belt Usage Rate	NA	93.6	NA	86

Goal

- To reduce the statewide speed-related fatalities from the 2004 level of 591 to 258 by December 31, 2014.

Speed-Related Fatalities



Strategies

- Provided funding to conduct sustained and periodic enforcement/high-intensity publicity/awareness campaigns Occupant Restraint Enforcement Project (OREP), Sustained Traffic Enforcement Program (STEP) and Local Alcohol Program (LAP).
- Continued with enforcement activities during all of the state and national campaigns.
- Continued to fund eight Law Enforcement Liaisons.
- Implemented a nighttime belt enforcement to impaired driving crackdowns focusing both enforcement and messaging on the deadly 11pm-6am timeframe.
- Provided specialized training to local law enforcement officers through the Illinois Law Enforcement Training and Standards Board (ILETSB) 16 mobile training units.
- Conducted high-visibility enforcement campaigns.
- Held two luncheons for law enforcement officers who participated in the National Enforcement Crackdown in August 2011 and the May 2012 Click It or Ticket mobilization.

Law Enforcement Liaison (LEL) Program #12-02-08 & #12-03-04

\$1,130,977.67

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. The program staff consists of one LEL Coordinator, seven LELs, one clerical supervisor, one clerical, and one Statewide Alcohol Program Coordinator. The Statewide Alcohol Program manager initiated several initiatives including the planning of five alcohol campaigns coordinated with night time seat belt enforcement. The primary responsibility of a LEL continues to be as managers of law enforcement highway safety projects. The LELs also accomplished the following in FY 2012; managed 294 year-long, local law enforcement agency highway safety projects and assisted with 83 mini-grants focusing on labor Day and Memorial Day, managed eight (8) year-long state agency highway safety enforcement projects, continued the highly successful May CIOT Mobilization Incentive Program to increase seat belt compliance in Illinois, assisted with the Operation Teen Safe Driving Program funded in part by the Ford Motor Company and The Allstate Foundation held throughout Illinois, attended the Region 5 LEL conference in Tinley Park, Illinois, attended NHTSA LEL training in Tinley Park, Illinois, was represented at the international Chiefs Association Conference, Illinois Chiefs Association Annual Training Conference, the Illinois Sheriff's Association Annual Training Conference and the Southern Illinois Police Summit, participated in the conduct of 354 seat belt surveys plus 50 pre- and post- night surveys throughout Illinois following the May/June CIOT campaign, planned, organized and assisted in executing multiple major media events throughout the year during 9 highway safety mobilization campaigns, participated in the annual judging of the Illinois Traffic Safety Challenge including awards ceremony, served as members of the Illinois Chiefs Associations Highway Safety Committee, planned and organized two LEL meetings in Springfield and worked with local law enforcement agencies to identify and recruit Saved By the seat belt Awardees, staffed traffic safety details at the IHSA boys and girls state tournament in Peoria and staffed two NASCAR race events. Finally during FY 2012, DTS distributed 5 Intoximeter EC/IR II's, 6 Stalker moving radar units, 13 LTI laser lidar units, 20 Decatur Electronics Hand Held Radar units, 26 Intoximeter PBTs through the impaired driving incentive campaign.

Driving Under the Influence Enforcement (DUIE) #12-03-02 & #12-13-20 \$862,544.36

This task provided funds for the Illinois State Police to reduce the incidence of driving under the influence (DUI) of alcohol and other drugs enforce the occupant restraint laws of Illinois and, in general, make the public cognizant of driving safely on Illinois roadways. For FY 2012, there were 262 RSC's conducted with a total of 9,843 citations and warnings of which 1,499 were DUI, Zero tolerance or alcohol-related.

Anti-Drunk Driving Enforcement Project (SOS Police) #12-03-03 & #12-13-21 \$122,144.04

This task provided funds for the Illinois Office of the Secretary of State, Department of Police to conduct hire back patrols on U.S. and state routes for DUI and alcohol-related violations during DTS's specific enforcement campaigns. In FY 2012, SOS Police conducted 413.5 hours of patrol, issued 349 total citations, 12 DUI's and 57 occupant protection violations.

Police Traffic Training (ILETSB) #12-04-01 \$54,539.00

This task provided funds for the ILETSB to conduct police traffic training courses for local law enforcement officers. In FY 2012, the ILETSB conducted 6 training courses training 143 local law enforcement officers.

Sustained Traffic Enforcement Program (Local) #12-04-02 & #12-13-08 \$4,055,348.75

This task provided funds for local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. Preliminary figures for the FY 2012 STEP projects are: a total of 138 local law enforcement agencies participated, conducted 75,243 patrol hours, issues 86,482 citations, issued 2,268 DUI's, 41,053 occupant protection violations and 11,163 speeding violations. Below are the local enforcement agencies involved in the STEP program:

Addison Police Department	North Aurora Police Department	Downers Grove Police Department
Lombard Police Department	Chatham Police Department	Prairie Grove Police Department
Algonquin Police Department	North Pekin Police Department	East Dundee Police Department
Lyons Police Department	Chicago Heights Police Department	Quincy Police Department
Alton Police Department	Oak Forest Police Department	East Hazel Crest Police Department
Macomb Police Department	Chicago Police Department	River Forest Police Department
Arlington Police Department	Oak Lawn Police Department	East Moline Police Department
Marengo Police Department	Chicago Ridge Police Department	Riverdale Police Department
Barrington Heights Police Department	Oak Park Police Department	East Peoria Police Department
Mattoon Police Department	Clarendon Hills Police Department	Riverside Police Department
Bartlett Police Department	Orland Park Police Department	East St. Louis Police Department
Maywood Police Department	Collinsville Police Department	Rock Island Police Department
Belvidere Police Department	Oswego Police Department	Edwardsville Police Department
McCullom Police Department	Columbia Police Department	Rockford Police Department
Berwyn Police Department	Palatine Police Department	Elgin Police Department
McHenry County Sheriff's Department	Cook County Sheriff's Department	Rolling Meadows Police Department
Blue Island Police Department	Palos Heights Police Department	Elk Grove Village Police Department
McHenry Police Department	Countryside Police Department	Roselle Police Department
Boone County Sheriff's Department	Park City Police Department	Elmhurst Police Department
Midlothian Police Department	Creve Coeur Police Department	Round Lake Police Department
Brookfield Police Department	Park Ridge Police Department	Evanston Police Department
Momence Police Department	Crystal Lake Park District	Sauk Village Police Department
Buffalo Grove Police Department	Peoria County Sheriff's Department	Flora Police Department
Morton Grove Police Department	Crystal Lake Police Department	Schaumburg Police Department
Cahokia Police Department	Peoria Police Department	Forest Park Department
Morton Police Department	Danville Police Department	Sherman Police Department
Campton Police Department	Peru Police Department	Franklin Park Police Department
Naperville Police Department	Decatur Police Department	Shorewood Police Department
Carol Stream Police Department	Pike County Sheriff's Department	Freeport Police Department
Niles Police Department	Des Plaines Police Department	Skokie Police Department
Carpentersville Police Department	Plainfield Police Department	Gilberts Police Department

South Barrington Police Department
 Grandview Police Department
 S. Chicago Heights Police Department
 Granite City Police Department
 South Elgin Department
 Grayslake Police Department
 Spring Grove Police Department
 Grundy County Sheriff's Department
 St. Charles Police Department
 Gurnee Police Department
 St. Clair County Sheriff's Department
 Harrisburg Police Department
 Stephenson County Sheriff's Department
 Hebron Police Department
 Sterling Police Department
 Hillside Police Department
 Streamwood Police Department

Hinsdale Police Department
 Summit Police Department
 Homewood Police Department
 Tazewell County Sheriff's Department
 Jerome Police Department
 Tinley Park Police Department
 Jo Daviess Police Department
 Villa Park Police Department
 Johnsbury Police Department
 Waukegan Police Department
 Joliet Police Department
 West Chicago Police Department
 Kendall Police Department
 Westchester Police Department
 Kenilworth Police Department
 Wheeling Police Department
 Kildeer Police Department

Will County Sheriff's Department
 Lake in the Hills Police Department
 Williamson County Sheriff's Department
 Lake Villa Police Department
 Winnebago County Sheriff's Department
 Lake Zurich Police Department
 Winthrop Harbor Police Department
 Leland Grove Police Department
 Wonder Lake Police Department
 Lemont Police Department
 Wood Dale Police Department
 Lincolnwood Police Department
 Woodridge Police Department
 Lisle Police Department
 Woodstock County Sheriff's Department
 Lockport Police Department

Nighttime Enforcement Patrol (NITE) (ISP) #12-04-04

\$857,926.96

This task provided funds for the ISP to identify and focus specific times of 11:00pm to 6:00am when alcohol-related fatalities and seat belt usage is lowest in order to make the greatest impact on lowering traffic deaths due to these two causes. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2012, ISP worked 8,721.5 enforcement hours and issued a total of 15,826 citations and written warnings. Officers issued 1,430 occupant restraint citations and 1,078 DUI, drug/alcohol-related and zero tolerance violations on FY 2012.

Special Traffic Enforcement Project (sSTEP) (ISP) #12-04-05 & #12-19-07

\$903,870.73

This task provided funds for the ISP to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding, occupant restraint and impaired driving laws. ISP conducted increased patrols and nighttime patrols during both Click It or Ticket mobilizations in FY 2012. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2012, ISP worked 9,384.5 enforcement hours and issued a total of 17,541 citations and written warnings. Officers issued 4,384 daytime speeding citations, 2,076 nighttime speeding citations and 2,279 occupant restraint citations. ISP issued 2,150 media releases, released 728 radio print, 281 television releases and 1,141 releases for print during FY 2012.

Illinois Traffic Safety Awards (Local) #12-04-07

\$119,271.65

This task provided funds for the Illinois Association of Chiefs of Police (ILACP) to administer the Illinois Traffic Safety Awards program. In FY 2012, three educational seminars for law enforcement agencies to promote the Traffic Safety Challenge were held in Buffalo Grove, Springfield and Rockford. All of the applications reviewed by the judging team in Aurora on April 29-May 1, 2012 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. Illinois garnered 11 awards in the National Challenge. The McHenry County Sheriff's Department was selected as the National Challenge "Rookie of the Year". The National Challenge grand prize vehicle winner was the Evanston, Illinois Police Department. The Illinois Traffic Safety Awards program recognized 27 police departments awarding the following: 18 radars, 5 CMI PBTs, six alco-sensor FST's, one 2011 Wells Cargo Traffic Safety Trailer, one Decatur Electronics Speed Package and a 2011 Dodge Charger Police Package.

Special Traffic Accident Reduction (SOS Police) #12-04-08 & #12-19-05

\$29,503.81

This task provided funds for the Illinois Office of the Secretary of State, Department of Police to conduct special enforcement for occupant protection mobilizations during the Thanksgiving and Memorial Day campaigns. In FY 2012, SOS Police conducted 778.5 hours of patrol, issued 901 total citations, 124 seat belt violations and 599 speeding violations.

Motorcycle Patrol Unit (ISP) #12-04-09**\$46,876.05**

This task provided funds to the ISP to establish a centralized Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the “Fatal Five” violations. In FY 2012, the motorcycle patrol unit issued 14,728 citations, 9,405 speed citations, 20 DUI citations and 2,232 seat belt citations. ISP conducted three “Gear-Up for Motorcycle Safety” media events in Chicago, Marion and Decatur to promote the motorcycle riding season in April 2012.

Mobilization Equipment (DTS) #12-04-10**\$23,205.00**

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2012 Click It or Ticket and the August 2011 Labor Day mobilizations. DTS purchased 39 hand held radar units for local law enforcement agencies.

Mobilization Luncheons (DTS) #12-04-11**\$12,251.16**

This task provided funds for the DTS to conduct two impaired driving awards banquets on February 15, 2012 in Des Plaines with 155 people attending and February 16, 2012 in Springfield with 56 people attending. DTS held two CIOT awards banquets on July 18, 2012 in Des Plaines with 182 people attending and July 19, 2012 in Springfield with 74 people attending. These banquets were held to honor those law enforcement agencies that participated in the Drive Sober or Get Pulled Over and CIOT mobilizations and reported their results to IDOT. During the banquet, equipment was distributed at a random drawing.

Memorial Day Patrols (Local) #12-04-12**\$103,614.41**

This task provided funds for 52 local law enforcement agencies to conduct special enforcement for occupant protection mobilization during Memorial Day campaign. Preliminary figures for the FY 2012 Memorial Day projects are: conducted 2,032 hours of patrol, issued 3,304 total citations, 30 DUI's, 2,232 occupant protection violations and 267 speeding violations.

The FY 2012 Memorial Day Mini Mobilization Projects were:

Belvidere Police Department	Creve Coeur Police Department	Highland Park Police Department
Libertyville Police Department	North Riverside Police Department	Summit Police Department
Bradley Police Department	Crystal Lake Police Department	Hillside Police Department
Lincolnwood Police Department	Northbrook Police Department	Thayer Police Department
Burnham Police Department	Deerfield Police Department	Hometown Police Department
Lisle Police Department	Ottawa Police Department	Troy Police Department
Cahokia Police Department	Dixon Police Department	Justice Police Department
Lombard Police Department	Peru Police Department	Villa Park Police Department
Carol Stream Police Department	Elizabeth Police Department	Kankakee County Sheriff's Department
McCullom Lake Police Department	Richton Park Police Department	Warren Police Department
Carpentersville Police Department	Elmhurst Police Department	Kankakee Police Department
McLean County Sheriff's Department	River Grove Police Department	Waukegan Police Department
Chatham Police Department	Frankfort Police Department	LaGrange Police Department
McLeansboro Police Department	Romeoville Police Department	West Dundee Police Department
Cherry Valley Police Department	Grayslake Police Department	Lake Zurich Police Department
Menard County Sheriff's Department	South Elgin Police Department	Wood Dale Police Department
Clarendon Hills Police Department	Hanover Park Police Department	
North Pekin Police Department	Spring Grove Police Department	

Section 405**Occupant Restraint Enforcement Project (OREP) #12-19-01****\$612,716.34**

This task provided funds for the ISP to conduct two four-hour patrols twice a month, consisting of four officers each, in ten selected ISP districts. Patrols were limited to Illinois state routes and U.S. Routes. The ten ISP districts were located in IDOT's 23-county breakdown (Cook, DuPage, Kane, Will, Rock Island, Peoria, Sangamon, Madison, St. Clair, Williamson, Winnebago and Kankakee). In FY 2012, there were 10,032 citations and 2,989 warnings and 78 percent of citations were for occupant restraint.

Section 410

Operation Straight ID (OPSID) #12-13-02

\$88,446.15

This task provided funds for the SOS Police to conduct educational presentations to inform law enforcement officers, employees, communities and businesses of the penalties for using fake ID's and how to detect fraudulent driver license and State identification cards. In FY 2012, SOS Police taught 70 Operation Straight ID (OPSID) classes training 1,669 participants. The Cops in Shops details conducted 663 hours of patrol and issued 324 citations.

Breath Analysis Instruments (ISP) #12-13-03

\$104,381.48

This task provided funds for ISP to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2012, ISP purchased 9 EC/IR II instruments, 6 laptop computers and 95 gas canisters. ISP entered into a contractual agreement for technical assistance for Breath Analysis Operator web-based training re-certification class.

Alcohol Countermeasures (IDNR) #12-13-04

\$48,020.07

This task provided funds for the Illinois Department of Natural Resources (IDNR) to conduct hireback patrols to intercept and arrest drivers who are under the influence of alcohol at state parks and launch ramps. IDNR issued 415 citations, 1,079 warnings and conducted 1,037.5 hours of patrol.

Specialized Alcohol Training (ILETSB) #12-13-06

\$115,610.84

This task provided funds for the ILETSB to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2012, the ILETSB conducted 66 training courses training 1,213 local law enforcement officers.

Alcohol Countermeasures Enforcement (ACE) (ISP) #12-13-11

\$616,063.77

This task provided funds for the ISP to conduct additional enforcement efforts to deter adult and youth involvement in alcohol-related crashes. Driving under the influence and other alcohol-related laws are enforced using both overt and covert enforcement techniques. In FY 2012, ISP Troopers worked 3,920.5 hireback hours on saturation patrols and 1,864.5 hours on covert details. There were a total of 7,034 citations and warnings issued this fiscal year. Officers made 553 arrests for DUI, drug/alcohol-related or zero tolerance offenses during saturation patrols. During alcohol compliance checks there were 1,372 establishments surveyed.

Local Alcohol Program (LAP) (Local) #12-13-12 (Local)

\$1,234,201.42

This task provided funds for 22 local law enforcement agencies to conduct the local alcohol project (LAP) in IDOT's 23-county breakdown. LAP's require local law enforcement agencies to conduct comprehensive DUI countermeasure activities. Preliminary figures for the FY 2012 LAP projects are: issued 18,936 citations, 1,959 occupant restraint violations, 1,956 DUI's, conducted 25,315.5 hours of patrol and issued a total of 2,523 speeding citations.

The FY 2012 LAP projects were:

Alliance Against Intoxicated Motorist	Chicago Police Department	Elgin Police Department
Macon County State's Attorney's Office	Sangamon County Sheriff's Department	St. Clair County Sheriff's Department
Carol Stream Police Department	Cook County Sheriff's Department	Macon County Court Services
MADD Illinois	Skokie Police Department	Villa Park Police Department
Charleston Police Department	Decatur Police Department	Macon County Sheriff's Department
Peoria County Courts Administration	S. Chicago Heights Police Department	Will County Sheriff's Department
Chicago Heights Police Department	East Peoria Police Department	
River Grove Police Department	Springfield Police Department	

Labor Day Patrols (Local) #12-13-18

\$68,602.21

This task provided funds for 29 local law enforcement agencies to conduct special enforcement for the impaired driving national enforcement crackdown during the Labor Day campaign. Preliminary figures for the FY 2012 Labor Day projects are: conducted 1,582.25 hours of patrol, issued 1,409 total citations, 62 DUI's, 284 occupant protection citations and 195 speeding violations.

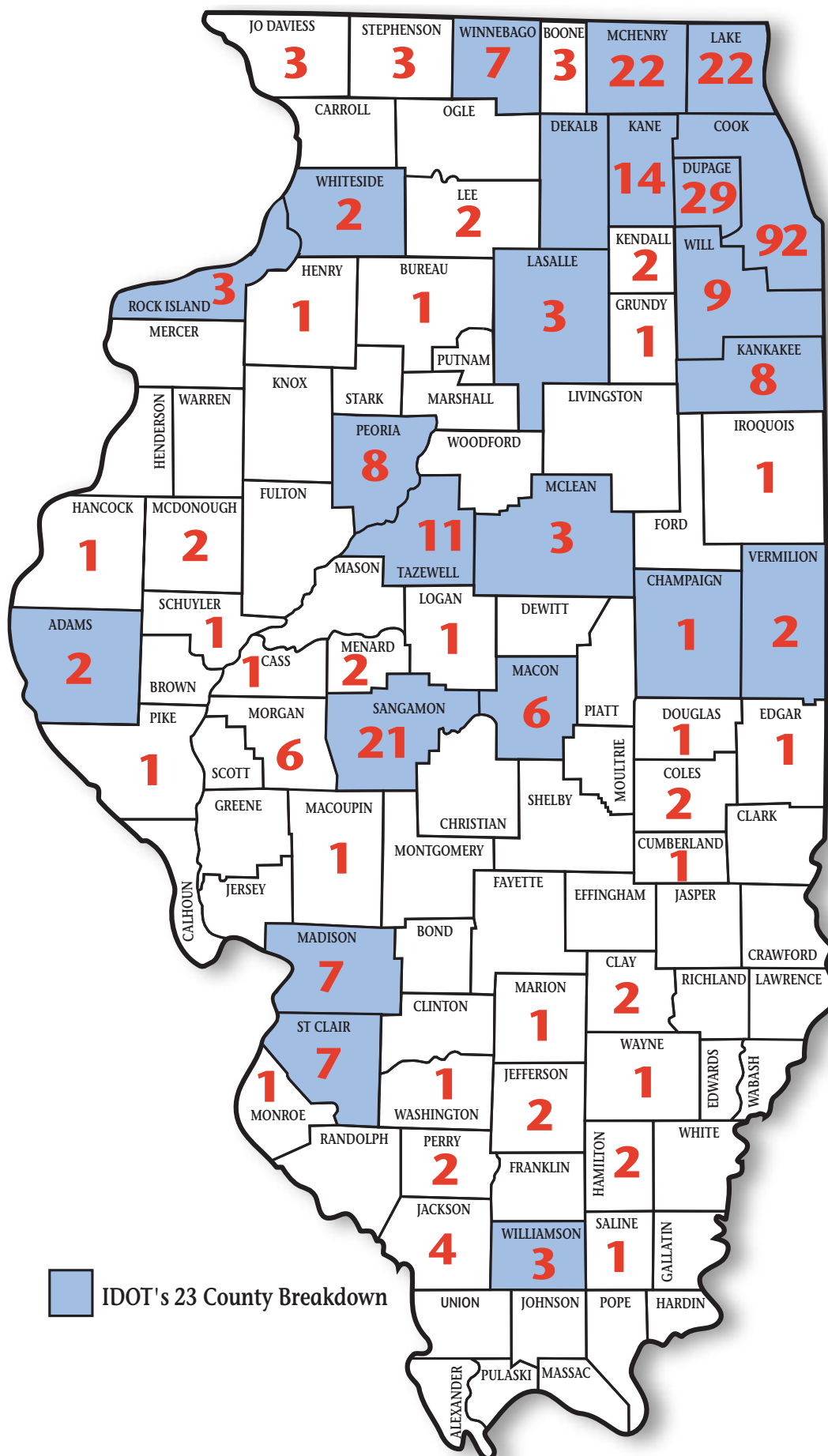
The FY 2012 Labor Day Mini Mobilization Projects were:

Bartonville Police Department	Carbondale Police Department	Hampshire Police Department
Kankakee Police Department	Menard County Sheriff's Department	Round Lake Heights Police Department
Bradley Police Department	Cherry Valley Police Department	Harwood Heights Police Department
Kewanee Police Department	Ottawa Police Department	Southern View Police Department
Burnham Police Department	Creve Coeur Police Department	Highland Park Police Department
Lincolnshire Police Department	Park Ridge Police Department	Streamwood Police Department
Cahokia Police Department	Elmhurst Police Department	Hillside Police Department
McCullom Lake Police Department	Peru Police Department	Westville Police Department
Calumet City Police Department	Grantfork Police Department	Kankakee County Sheriff's Department
McLeansboro Police Department	River Grove Police Department	

Local Highway Safety Programs

- 1. Car Seat Program** is designed to reduce the death and injury rate of infants and young children by providing safety seats to local agencies for distribution to parents, grandparents and/or guardians.
- 2. Injury Prevention Programs** is designed to reduce fatalities and injuries sustained in traffic crashes through educational programs and other initiatives. Staff provides educational presentations, coordinate public information campaigns and works with the media to raise public awareness of safe driving laws, use of occupant protection devices, designated drivers and other methods of increasing roadway safety.
- 3. Law Enforcement Liaison Program (LEL)** is to maintain contact with local law enforcement agencies statewide and encourage their enforcement of laws and promotion of the occupant protection and impaired driving issues while incorporating other traffic safety issues within their agencies.
- 4. Local Alcohol Program (LAP)** is designed to produce a significant impact on a local community's impaired driving problem. Projects activities may include local task force formation, DUI enforcement, public information and education, prosecution and adjudication.
- 5. Regional Traffic Safety Resource Centers (RTSRC)** are established to increase use and correct use of occupant protection safety devices. These centers provide information, training and on-going car seat checks and are heavily involved in the Operation Teen Safe Driving program.
- 6. Pedestrian and Bicycle Safety Program** is designed to aid public agencies in funding cost-effective projects that improve pedestrian and bicycle safety through education and enforcement.
- 7. Sustained Traffic Enforcement Program (STEP)** is designed to provide local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. This program provides for participation in special enforcement campaigns such as Click It or Ticket and Drive Sober or Get Pulled Over. This program includes up to ten (10) enforcement periods.

Number of Local Projects by County



Refer to page 36 for the appropriate acronyms for local projects.

Adams

1 CPS Project
1 STEP Project

Boone

1 Mini-Memorial Day Project
2 STEP Projects

Bureau

1 CPS Project

Cass

1 CPS Project

Champaign

1 CPS Project

Clay

1 CPS Project
1 STEP Project

Coles

1 LAP
1 STEP Project

Cook

3 Bicycle/Pedestrian Projects
7 CPS Projects
6 Injury Prevention Projects
7 LAP Projects
7 Mini Labor Day Projects
11 Mini Memorial Day Projects
1 RTSRC Project
50 STEP Projects

Cumberland

1 CPS Project

Douglas

1 CPS Project

DuPage

3 CPS Projects
2 Injury Prevention Projects
2 LAP Projects
1 Mini Labor Day Project
7 Mini Memorial Day Projects
14 STEP Projects

Edgar

1 CPS Project

Grundy

1 STEP Project

Hamilton

1 Mini-Labor Day Project
1 Mini-Memorial Day Project

Hancock

1 CPS Project

Henry

1 Mini-Labor Day Project

Iroquois

1 CPS Project

Jackson

1 CPS Project
1 Injury Prevention Project
1 Mini-Labor Day Project
1 RTSRC Project

Jefferson

2 CPS Projects

Jo Daviess

2 Mini-Memorial Day Projects
1 STEP Project

Kane

1 LAP Project
3 Mini-Memorial Day Projects
1 Mini-Labor Day Project
1 RTSRC Project
8 STEP Projects

Kankakee

1 CPS Project
3 Mini-Labor Day Projects
3 Mini-Memorial Day Projects
1 STEP Project

Kendall

2 STEP Projects

Lake

3 CPS Projects
4 Mini-Labor Day Projects
6 Mini-Memorial Day Projects
9 STEP Projects

LaSalle

2 Mini-Labor Day Projects
1 STEP Project

Lee

1 CPS Project
1 Mini-Memorial Day Project

Macon

1 CPS Project
4 LAP Projects
1 STEP Project

Macoupin

1 CPS Project

Madison

2 CPS Projects
1 Mini-Labor Day Project
1 Mini-Memorial Day Project
4 STEP Projects

Marion

1 CPS Project

McDonough

1 CPS Project
1 STEP Project

McHenry

3 CPS Projects
1 Injury Prevention Project
1 Mini-Labor Day Project
3 Mini-Memorial Day Projects
14 STEP Projects

McLean

1 CPS Project
1 Mini-Memorial Day Project
1 RTSRC Project

Menard

1 Mini-Labor Day Project
1 Mini-Memorial Day Project

Monroe

1 STEP Project

Peoria

1 CPS Project
3 Injury Prevention Projects
1 LAP Project
1 Mini-Labor Day Project
2 STEP Projects

Perry

2 CPS Projects

Pike

1 STEP Project

Richland

1 STEP Project

Rock Island

1 CPS Project
2 STEP Projects

Saline

1 STEP Project

Sangamon

2 CPS Projects
8 Injury Prevention Projects
3 LAP Projects
1 Mini-Labor Day Project
2 Mini-Memorial Day Projects
5 STEP Projects

Schuyler

1 CPS Project

St. Clair

1 CPS Project
1 Injury Prevention Project
1 LAP Project
1 Mini-Labor Day Project
1 Mini-Memorial Day Project
2 STEP Projects

Stephenson

1 CPS Project
2 STEP Projects

Tazewell

1 CPS Project
1 Injury Prevention Project
1 LAP Project
1 Mini-Labor Day Project
2 Mini-Memorial Day Projects
5 STEP Projects

Vermillion

1 Mini-Labor Day Project
1 STEP Project

Wayne

1 CPS Project

Whiteside

1 CPS Project
1 STEP Project

Will

1 CPS Project
1 LAP Project
2 Mini-Memorial Day Projects
5 STEP Projects

Williamson

1 CPS Project
1 Injury Prevention Project
1 STEP Project

Winnebago

3 CPS Projects
1 Mini-Labor Day Project
1 Mini-Memorial Day Project
2 STEP Projects

*State Agency Projects -
Statewide Emphasis*

**Illinois Department
of Public Health**

• Data Analysis Program

Illinois State Police

• DUI Enforcement
• Alcohol Countermeasures
Enforcement
• Breath Analysis Training
• Special Traffic Enforcement
Program (sSTEP)
• Nighttime Enforcement
Patrol (NITE)
• Occupant Restraint
Enforcement Project (OREP)
• Motorcycle Patrol Unit
• Crash Reconstruction

**Illinois Law
Enforcement Training
and Standards Board**

• Police Traffic Training
• Specialized Alcohol Police
Traffic Training

**Office of the
Secretary of State**

• Imaging Enhancement
• Operation Straight ID
• Keep Kids in Safe Seats
• Anti-Drunk Driving
Enforcement Project
(ADDEP)
• Speed Traffic Accident
Reduction (STAR)
• DUI Awareness

**Administrative Office
of the Illinois Courts**

• Judicial Training

**Illinois Department
of Natural Resources**

• Alcohol Countermeasures

**Illinois Liquor Control
Commission**

• Beverage Alcohol Sellers and
Servers Education and
Training (BASSET)

Other Program Areas/Events

Division of Traffic Safety Outreach Program

In an effort to educate the public on the messages of Click It or Ticket and the Drive Sober or Get Pulled Over. DTS continued with community outreach through various means. These efforts consisted of DTS coordinators staffing booths at the events listed below. The goals of the program are to educate and inform the public on our safety programs as well as to answer any questions they might have concerning traffic safety. In addition to educating the public, DTS used these opportunities to make contact with grassroots organizations that are interested in DTS safety issues.

- Chicago Auto Show – February 2012.
- Girls High School State Basketball Tournaments – Illinois State University – February and March 2012.
- March Madness High School Boys State Basketball Tournaments – Peoria – March 2012.
- Two NASCAR, Chicago Land Speedway – Joliet – June and September 2012.
- Partnered with Illinois State University-Bloomington-for one football game and two basketball games to support Click it or Ticket.
- Illinois State Fair – Springfield – August 2012.
- DuQuoin State Fair – August and September 2012.

Illinois State Fair

This year at the Illinois State Fair each day was themed with one of our safety programs. We have 11 messages and on the 12th day all messages were displayed. One of the highlights at the fair each year is the kickoff of the Operation Teen Safe Driving (OTSD) program for the current school year. This year, IDOT/DTS was joined by representatives from the Illinois Office of the Secretary of State, the Illinois State Police and corporate sponsors to announce the sixth year of the program. Visitors to the IDOT/DTS tent were able to access the Traffic Safety website to find detailed information on safety programs, get a picture taken with the Chicagoland Speedway race car, and talk with IDOT/DTS staff about different safety programs.

Partnership with Illinois State University-Bloomington

This year DTS partnered with Illinois State University and received the following: year-round for ALL athletic events, two upper level portal signage displaying Don't Drive In-texticated, one post game announcement with video board, on-site game activation booth at one football and two basketball games, minimum 28 broadcasts for 30 second radio advertisement spots for basketball and 11 for football. The partnership is a great opportunity to educate the students, our demographic with our texting and buckling up messaging.

Partnership with NASCAR

IDOT/DTS partnered with NASCAR and the Chicagoland Speedway to promote safe driving for the sixth straight year during the NASCAR race weekend, September 14-16, 2012. The strategic partnership promotes the Buckle Up America and the Fans Don't Let Fans Drive Drunk campaigns to boost safety and encourage positive motorist behavior. IDOT/DTS invited racing teams, drivers and corporate sponsors to join the efforts and support the two safety initiatives by offering prizes and benefits for fans who pledge, and by helping carry these traffic safety messages.



Illinois was the first state to formally pilot such a program with NASCAR, an initiative that provides valuable fan outreach components. Again this year, fans were invited to sign the Buckle Up America pledge; "I pledge to BUCKLE UP, Every Trip, Every Time and that all passengers in my vehicle will be properly restrained at all times." Adult NASCAR fans will also have the opportunity to sign the Fans Don't Let Fans Drive Drunk pledge, which includes agreeing to be or to always have a sober designated driver. Fans who took the pledges at the race were entered into random prize drawings.

National CPS Week

The goal of National Child Passenger Safety (CPS) Week is to bring public attention to the importance of safely transporting children. A press event was held at the Washington Park pre-school in Springfield on September 18, 2012 to kick-off National Seat Check Saturday. IDOT, AAA Illinois State Police and grandparents stressed the importance of securing children properly in age-and size-appropriate car seats in the back seat. Across Illinois, over 80 safety seat inspection events were held

sponsored by AAA, SOS and IDOT/DTS. These free events provided parents with hands-on training from certified child passenger safety (CPS) technicians. Over 1,200 car seats were inspected and 493 replacement car seats were distributed to families in need.



Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2012, approximately 30 motorcycle organizations and Chapters including 262 volunteers washed 1,612 windshields at rest areas throughout Illinois. Share the Road brochures were also distributed to remind motorists that the number of motorcycles in the traffic environment increases during the summer months. The program's goal is to increase motorist's awareness of motorcycles and reduce the number of motorists/motorcycle-related crashes.

Operation Teen Safe Driving

Operation Teen Safe Driving (OTSD) was launched in rural Tazewell County after authorities noticed that automobile crashes took the lives of 15 teens over 15 consecutive months. In the five years since OTSD has been implemented, there have been no additional teen fatalities in Tazewell County. In 2007, there were 155 teen fatalities that figure steadily decreased to 81 fatalities in 2011.

After the success in rural Tazewell County, the Ford Motor Company Fund and the Governor's Highway Safety Association agreed to team up, once again, with IDOT/DTS and The Allstate Foundation, to take this lifesaving program statewide in 2008. Our mission is to provide the initiative and resources required to challenge the creativity of Illinois teens to develop and implement community-based programs to reduce fatalities and injuries due to traffic crashes among their peers.



Financial assistance is a key component to the success of this program as it provides the incentive to challenge students and their communities to participate. The selection process requires students to identify issues relating to traffic safety in their community (i.e., underage drinking, seat belt use, impaired and distracted driving and speeding). Students are required to provide information explaining how they would combat the traffic safety problem and implement a teen awareness program in their school and community. A total of 105 high schools are selected to apply in OTSD across the state. The OTSD program has reached more than 395,000 teens and over 3.2 million people within the OTSD communities. Since the inception of the program, teen fatalities have dropped 48 percent.

Please Return on Monday (PROM)

DTS's "Please Return on Monday" (PROM) was a success. This year IDOT/DTS had a total of 150 PROM packages available to Illinois high schools on a first come, first served basis. The packages represented pre-prom reminders to students that they should have fun at prom, but please return on Monday. The packages included: 100 pens, 100 lanyards, 100 key chains, 100 bracelets all with the PROM message on them for the students as well as 100 copies of a fact sheet with information and statistics regarding teen driving issues and 100 copies of a teen safe driving fact sheet.



Yellow Dot Program

DTS developed and implemented the Yellow Dot program in late 2011. The program assists citizens to have readily available personal and medical information for the first responders in the event of a crash. A round yellow sticker placed on the rear windshield of a vehicle will alert first responders to look for a corresponding yellow card in the glove compartment that contains personal and medical information. Approximately 110,000 Yellow Dot packets have been distributed since the program was introduced. In addition, several Yellow Dot workshops have been held for people to pick-up packets have their photo taken for the packet along with receiving additional life-saving traffic safety tips.

Assessments

Traffic Records Assessment

Per IDOT's request, NHTSA assembled a team of professionals with backgrounds and expertise in the various traffic records data systems (crash, driver, vehicle, roadway, citation and adjudication and EMS/injury surveillance) to conduct statewide traffic records assessment on April 2011. The purpose was to determine whether the traffic records system in Illinois is capable of supporting management's needs to identify the state's highway safety problems, to manage the counter-measures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness.

Roadway Information

- Evaluate the additional data requirements of the Safety Analyst and HSM tools and consider adding the data to the IRIS database based on MIRE guidelines.

Status: Safety Analyst and the Highway Safety Manual (HSM) are handled by the Bureau of Safety Engineering and the Office of Planning & Programming. They have an ICT research project to identify and collect those data elements necessary for the HSM and Safety Analyst.

Driver and Vehicle Records

- Pursue authorization to allow previous traffic conviction history to be retained for new license applicants moving to Illinois from another state.

Status: There have not been any changes at this time.

- Make driver history data available for use in Safety Analysis and linkage to other traffic records components.

Status: On December 4, 2012 members of the ITRCC met with Secretary of State regarding their 408 grant to identify their data dictionary and to address the merger of the driver database, vehicle/registration and vehicle/titles divisions. We both realize this will be a long project, but one that is needed for the state of Illinois in order to move forward.

Citation and Adjudication Records

- Establish a statewide citation tracking system that would include all citations within the state and their dispositions—which would include convictions as well as non-convictions.

Status: There have not been any changes at this time.

- Develop XML data standards to support data exchange with electronic citation systems, court case management systems, the Secretary of State's driver history file and police records management systems, as well as any future statewide citation tracking system.

Status: There have not been any changes at this time.

Traffic Records Coordinating Committee (TRCC)

- Formalize an Executive Group that consists of individuals who can feasibly meet on a regular basis to provide overall direction and leadership for ITRCC activities.

Status: There have not been any changes at this time.

- Continue to engage the Planning Subcommittee to conduct planning activities for the ITRCC, including meeting planning, in a collaborative fashion that includes a representative set of agency participants in ITRCC meetings and activities.

Status: The Data Quality subcommittee has been meeting on regular base in order to address issues and conduct planning activities for ITRCC throughout the year.

Crash Records System

- Accomplish the implementation of electronic field data collection and reporting by the Chicago Police Department.

Status: ITRCC Coordinator (Darrell Clark) met with the city of Chicago on December 5th to see a demo of the crash data software design by Oracle. The demo was able to show how the city would be able to collect crash data in field by their officers and store data within their database. The next step would be finding a third party XML vendor who would be able to capture data from the city of Chicago and be able to submit that data to IDOT.

- Formalize the quality control program. In particular, the following features of the current quality control program could be enhanced:
 - o Feedback to law enforcement both on a case-by-case basis and reflecting aggregate analysis of error logs.
 - o Tracking of reports returned for correction to ensure that they are resubmitted in a timely fashion.
 - o Periodic audits of crash reports for logical consistency between the narrative, diagram, and the coded information on the form.
 - o Development of additional data quality metrics to address various aspects of accuracy, completeness, and accessibility that are not fully measured now. Use of the Safety Data Mart should be included among the accessibility measures.
 - o Data quality reporting to stakeholders including the Illinois Traffic Records Coordinating Committee, users of the Safety Data Mart, and safety decision makers who are using the crash data.

Status: There have not been any changes at this time.

- Implement the TraCS replacement of MCR. Develop a more detailed implementation plan showing the month-by-month expected deployment by specific law enforcement agencies and the corresponding level of electronic data submission to be achieved.

Status: After much consideration, the Division of Traffic Safety terminated the Traffic and Criminal Software (TraCS) program at the end of June 2012 because the program was not cost effective and was not expected to generate significant change in data collection results for several years, if at all. Several programs within TraCS were under way, but none of these programs were finalized within the three years TraCS was in existence at Traffic Safety. TraCS was expected to cost between \$650,000 and \$800,000 per year to implement (including personal services, licensing, and fees). Significant changes in the percentage of electronic reporting were not expected until FY 2015 at the earliest with no guarantee.

Strategic Planning

- Create a data quality improvement project for each component of the traffic records system as part of the 2011 strategic plan update. Ensure that each custodial agency works with the ITRCC to develop a set of data quality metrics designed to measure overall system performance independent of any other projects that might be included in the strategic plan.

Status: The ITRCC website shows all of the subcommittees along with their agendas, strategic plans and minutes from their meetings.

Occupant Protection Program Assessment

In August 2010, Illinois went through an extensive Occupant Protection Program Assessment. The week-long process resulted in several key recommendations from the assessment team. The Occupant Protection staff made a number of improvements to the program 2012 with the goal of eventually addressing all findings from the assessment. *Below is a list of the key recommendations addressed in 2012:*

1. Establish a state-level occupant protection coalition composed of state leaders to provide input, gain a broad-based sense of ownership, and provide support and resources to the occupant protection program.
Status: The Occupant Protection Coordinator is currently working with other staff to develop Traffic Safety Coalitions in the Chicago and Metro-East areas. Once these coalitions are established, members will be asked to be a part of a statewide coalition.
2. Expand the planning process to utilize carry-forward funds, proactively soliciting projects in high-need areas.
Status: The Occupant Protection Coordinator is currently learning a mapping program to use during grant solicitation and selection for FY 2014 funding of CPS and Injury Prevention grants. The majority of carry-forward funding in the 2011 fund was programmed for FY 2012.
3. Require that all passengers in all seating positions be appropriately secured in an approved seat belt or car seat.
Status: As of January 1, 2012, restraint use is required for everyone in the vehicle. All educational materials were updated to reflect the change. The message was also included in all major press releases, talking points for press events and during radio and television interviews for the May and November Click It or Ticket campaigns. The message will continue to be included in all occupant protection-related communications in the future.
4. Distribution of consistent information on the state's occupant protection laws and ensure that all spokespersons are consistent in their communication about state law.
Status: In an effort to remain consistent with both the National Highway Traffic Safety Administration and Safe Kids Worldwide, the Occupant Protection program is consistently using the terms "seat belt" and "car seat" instead of "seat belt" and "child restraint". A good number of our educational materials have been updated. Other updates will occur prior to printing new materials as the current stock of runs out.
5. Update all websites containing occupant protection information and ensure the information in each is accurate, current, and user-friendly.
Status: See #4. An Extranet site was developed for Certified Child Passenger Safety Technicians. The site contains information technicians need in order to stay current and run effective programs. Technicians can download check forms and order forms for car seats, link directly to recall lists, learn about CEU opportunities, and view archived issues of the monthly electronic newsletter.
6. Develop a "white paper" explaining the liability issue as it pertains to hospital discharges and Child Passenger Safety. Using members of the IL CPS Board schedule an appointment and distribute the "white paper" to hospital risk managers in maternity and children's hospitals and public health departments.
Status: An informal meeting was held with hospital-based CPS Technician Instructors to discuss current discharge and testing policies, issues with liability concerns, and training. Discussions will continue into 2013. The goal is to restructure the Illinois CPS Advisory Board in 2013 so that there is less participation from the Traffic Safety Liaison Team and more representatives from organizations such as hospital, EMS, police/fire, etc. The "white paper" will be a focus for the hospital committee.
7. Develop linguistically and culturally relevant media materials and actively promote them to minority media outlets to reach Illinois' diverse population.
Status: The Occupant Protection Coordinator is currently working with other staff to develop culturally relevant materials and messages. The messages will be tested via focus group in early 2013.

The Occupant Protection team will continue to address the key findings from the Assessment into 2013 and beyond.

Evaluation of Fiscal Year 2012 Mobilizations

Introduction

Click It or Ticket (CIOT) and Drive Sober or Get Pulled Over are high-visibility, massive enforcement efforts designed to detect violators of Illinois traffic laws with special emphasis on occupant protection and alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the benefits of seat belt use and not driving impaired. During this four to six week campaign, the CIOT or Drive Sober or Get Pulled Over messages are repeated in the media and enforcement of seat belt laws and DUI laws are stepped up. The goal of each campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the seat belt usage rate and reducing the incidence of driving impaired in Illinois. A CIOT or Drive Sober or Get Pulled Over mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

In FY 2012, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major Drive Sober or Get Pulled Over (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2011 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2012 and focused on rural areas. The Drive Sober or Get Pulled Over mobilization was conducted in August/September 2012 with a special emphasis on impaired driving.

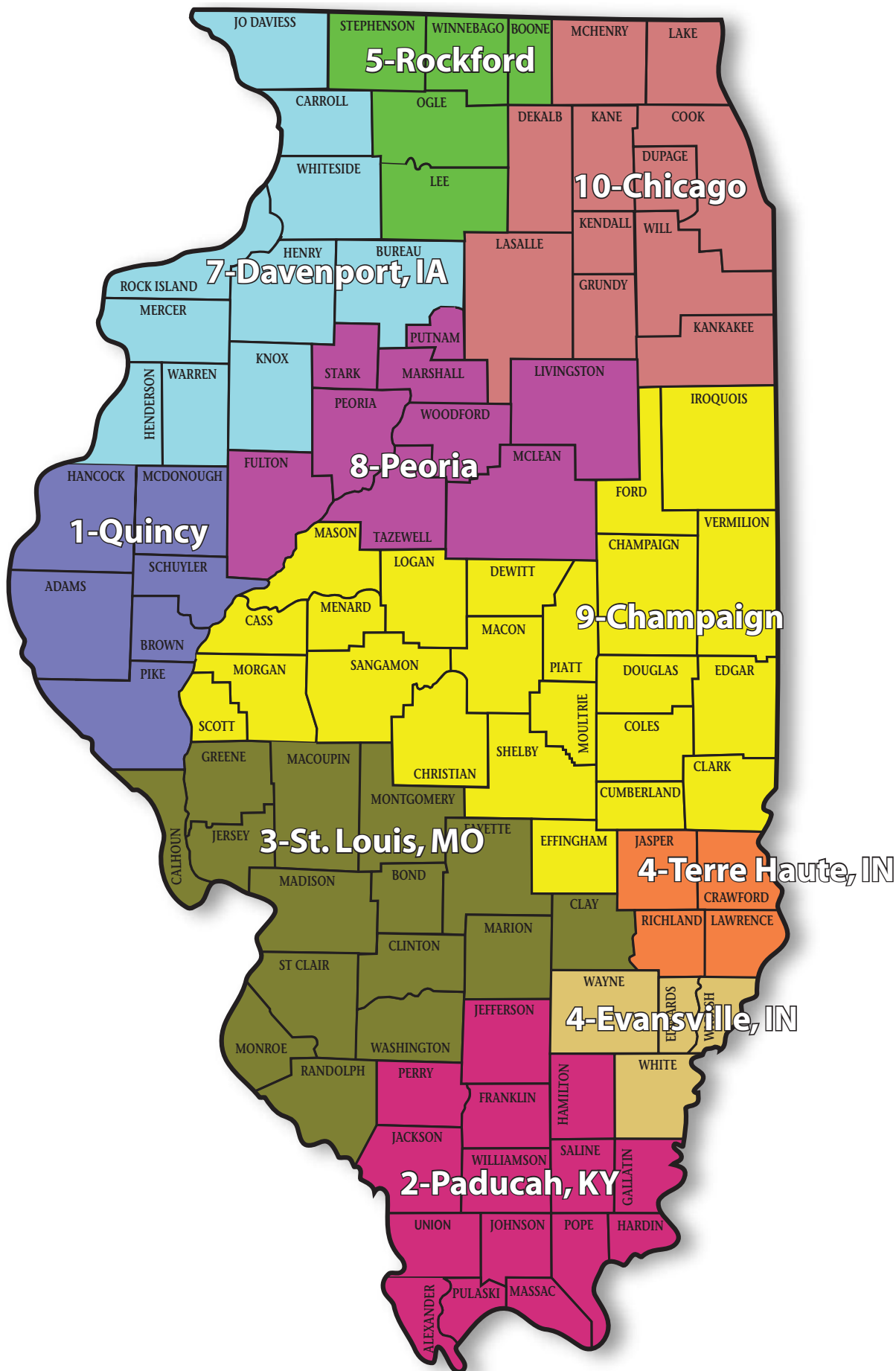
2011 Thanksgiving Campaign: November 1 – December 5, 2011²

DTS conducted a CIOT campaign from November 1-December 5, 2011. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase seat belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Seat belt enforcement was paired with the CIOT message in targeted media markets in an effort to encourage these groups to buckle up. Figure 1 depicts the five rural media markets.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.
² The complete 2011 Thanksgiving CIOT report is available at <http://www.dot.il.gov/trafficsafety/2011%20Thanksgiving%20Report.pdf>. The complete 2012 CIOT report is available at <http://www.dot.il.gov/trafficsafety/2012%20May%20Mob%20Report.docx.pdf>. Drive Sober or Get Pulled Over is the new campaign slogan replacing You Drink & Drive. You Lose. A full report on the Labor Day mobilization is forthcoming. Alternative media includes in-theatre ads, Illinois Network Radio, and online banners ads.

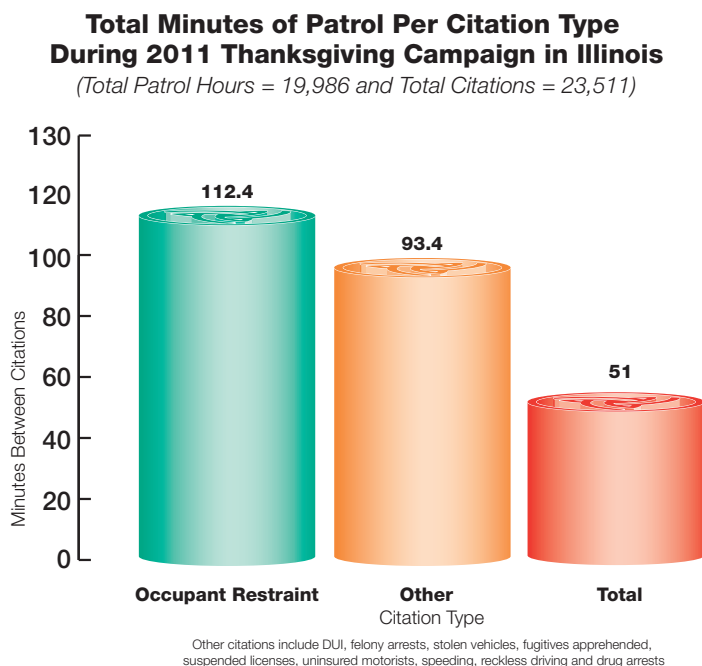


Media Markets



ENFORCEMENT

A total of 19,986 patrol hours were logged by 143 local departments and ISP resulting in 23,511 citations being issued during the Thanksgiving campaign. One citation was written every 51.0 minutes of enforcement. Of the citations issued during enforcement, 10,672 (45.4%) were seat belt and car seat violations. One occupant restraint citation was issued every 112.4 minutes of enforcement. Figure 2 depicts the total minutes of Thanksgiving CIOT patrol per citation by citation type.



Minority Population

Focusing on seat belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1,784 hours of enforcement issuing 2,439 citations, 1,754 (71.9%) of which were seat belt citations. Chicago police wrote an average of one seat belt citation every 61.0 minutes in the identified communities.

Rural Population

During the rural enforcement, 35 police agencies conducted a total of 3,444.5 patrol hours and issued 2,922 citations, an average of one citation every 70.7 minutes. Only 29.5 percent of the citations issued (863 citations) were seat belt and car seat violations. One seat belt and car seat citation was issued every 239.5 minutes.

EVALUATION

Observational pre- and post-seat belt surveys in Hispanic communities indicated the seat belt usage rate increased from 77.0 percent during the pre-mobilization to 78.8 percent during the post-mobilization. In African-American communities, the seat belt usage rate increased from 80.7 percent during the pre-mobilization to 81.9 percent during the post-mobilization.

Observational survey results indicated that seat belt usage in pickup trucks and passenger cars observed in rural areas slightly decreased from 92.7 percent during the pre-mobilization to 92.0 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for seat belt violators during the Thanksgiving CIOT. The percent of minorities who indicated that they had “seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations” slightly decreased from 21 percent in November to 18 percent in December. Rural awareness increased by 10 percentage points from 18 percent to 28 percent.

May 2012 Click It or Ticket Campaign²

April 22 - June 11, 2012

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2012 with special emphasis on increasing seat belt usage among Illinois' rural population. Although the Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote seat belt use in rural communities, was completed in 2006, Illinois extended its commitment to increase seat belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities. (See Figure 1 for a map of the rural media markets.) CIOT activities began April 22 and concluded June 14, 2012. A timeline of CIOT activities appears in Table 1.

The complete 2012 CIOT report is available at <http://www.dot.il.gov/trafficsafety/2012%20May%20Mob%20Report.docx.pdf>

Table 1
Timeline of CIOT Activities

April 22 - May 12, 2012	Highly-publicized strict enforcement of the seat belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT seat belt observation and telephone surveys were conducted.
May 13 – May 19, 2012	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 22 – June 4, 2011	Paid media, earned media, and enforcement continued.
June 1 – June 14, 2011	Post-statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of \$790,270 on paid media. A total of 9,195 television and 10,348 radio advertisements ran during the campaigns to promote CIOT. In addition to television and radio advertisements, advertising for the campaign included in-theater ads, online ads, and network radio.

Nine media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement.

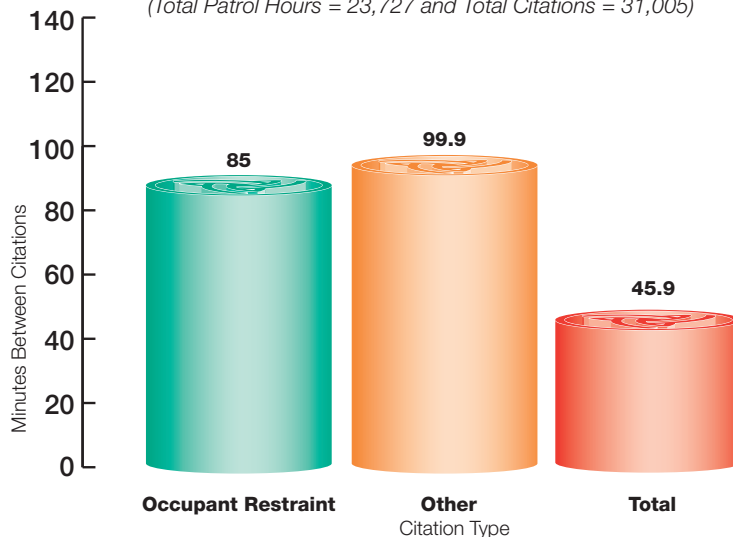
Sixteen conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 104 stories related to CIOT ran across the state. Throughout the campaign, 6 radio stories were aired; 92 print news stories ran; and 6 television news stories aired.

ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 23,727 enforcement hours and wrote 31,005 citations, 16,753 (54.0 percent) of which were seat belt and car seat citations. On average, police wrote one seat belt citation or car seat ticket every 85.0 minutes throughout the May campaign.

Overall, one citation was written every 45.9 minutes of enforcement (see Figure 3). An additional 24,263 seat belt and car seat citations were written by incentive and earned enforcement agencies. Adding these citations to 31,008 citations resulted in 55,268 citations.

Figure 3
Total Minutes of Patrol Per Citation Type
During 2012 Statewide Click It or Ticket Campaign in Illinois
(Total Patrol Hours = 23,727 and Total Citations = 31,005)



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

Cost Effectiveness of Enforcement Activities

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 23,727 patrol hours and issued 31,005 citations during CIOT statewide and rural enforcements at a total cost of \$1,391,841. On average, citations were written every 45.9 minutes during enforcement at a cost of \$44.89 per citation, or \$58.66 per patrol hour.

Twenty-one (21) holiday mobilization grantees issued one citation every 35.2 minutes. The cost per citation for these agencies was \$30.74 and cost per patrol hour was \$52.44. One hundred and thirteen regular grantees issued one citation every 49.8 minutes. The cost per citation for these agencies was \$45.83 and cost per patrol hour was \$55.23. Twenty-nine grantees with multiple grants issued one citation every 42.8 minutes of patrol. The cost per citation for these agencies was \$38.57 and the cost per patrol hour was \$54.11. The ISP issued one citation every 45.9 minutes. The cost per citation for the ISP was \$52.09 and cost per patrol hour was \$68.14.

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

Statewide Observational Survey

The statewide seat belt survey was conducted at 258 sites during June 2012. Of the total of 121,910 front seat occupants observed in passenger cars and pickup trucks, more than 93 percent were wearing seat belts. The collar counties had the highest usage rate at 94.5 percent closely followed by the downstate counties at 94.4 percent. Cook County, excluding the city of Chicago, had a usage rate of 92.2 percent. The city of Chicago had the lowest usage rate at 89.0 percent.

Based on road type, interstate highway travelers had the highest usage rate at 96.7 percent followed by U.S./Illinois Highway travelers at 92.9 percent. Motorists traveling on residential streets had the lowest usage rate at 91.7 percent.

Of the total of 110,492 observations of drivers and passengers in cars (excluding pickup trucks), 94.2 percent were wearing seat belts. The seat belt usage rate for drivers was 94.2 percent and the seat belt usage rate for passengers was 94.3 percent.

A total of 11,418 pickup truck occupants were observed. Passengers had a slightly higher seat belt usage rate than drivers (89.7 percent versus 89.2 percent).

Overall, the seat belt usage rate among drivers and front seat passengers increased by 2.0 percentage points from the pre-mobilization survey to the post-mobilization survey. The collar counties had the highest increase in belt use of 3.2 percentage points. The downstate counties had an increase in belt use of 1.0 percentage point. The city of Chicago had an increase in belt use of 0.6 percentage point. On the other hand, Cook County had a decrease of 1.2 percentage points.

Seat belt use among front seat passenger car occupants increased 2.2 percentage points from 92.0 percent during the pre-mobilization to 94.2 percent during the post mobilization. The seat belt usage rate increased by 3.7 percentage points for pickup truck occupants from 85.6 percent during the pre-mobilization to 89.3 percent during the post-mobilization.

There were 6,505 vehicles observed during the rural pre-mobilization survey, of which, 4,951 were passenger cars and 1,554 were pickup trucks. During the rural post-mobilization, there were 7,465 total vehicles observed, of which, 5,502 were passenger cars and 1,963 were pickup trucks.

The seat belt usage rate in rural areas for all vehicles, which includes pickup trucks and passenger cars, increased from 90.1 percent during the pre-mobilization to 92.3 percent during the post-mobilization.

Based on media market in rural areas, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 93.7 percent. The seat belt usage rate in the Peoria media market was 86.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 85.6 percent.

During the post-mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Champaign and Peoria media markets. In the Champaign media market, the seat belt usage rate increased by 5.3 percentage points. In the Peoria media market, the usage rate increased by 1.3 percentage points. In the St. Louis and Rockford media markets, the seat belt usage rate increased by 1.0 percentage points and 0.6 percentage point respectively.

On residential roads, there was an increase from 89.4 percent during the pre-mobilization to 91.8 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 90.4 percent during the pre-mobilization to 92.6 percent during the post-mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.8 percent during the pre-mobilization to 94.3 percent during the post-mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 84.6 percent during the pre-mobilization to 86.8 percent during the post-mobilization resulting in a 2.2 percentage point increase.

For pickup trucks, the St. Louis media market had the highest usage rate during the pre-mobilization survey. The Peoria and Rockford media markets had seat belt usage rates of 80.9 and 87.2 percent respectively, while the Champaign media market only had a usage rate of 79.3 percent. During the post-mobilization survey, the St. Louis media market had a seat belt usage rate of 92.1 percent. The Champaign and Rockford media markets had seat belt usage rates of 86.5 percent and 86.0 respectively, while the Peoria media market had a usage rate of 82.1 percent.

During the pre-campaign survey, there were 10,237 observations during the day and 2,198 observations during the night. After the statewide campaign (media and enforcement) a total of 10,793 occupants were observed during the day and 2,547 occupants were observed during night.

Overall, during the pre- and post- campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.0 percent at night versus 92.2 percent at day during pre-campaign and 89.9 percent at night versus 92.5 percent at day during post campaign), differences of 2.2 and 2.6 percentage points, respectively.

Although the differences were small, the seat belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre- and post-mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime seat belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

Statewide Telephone Survey

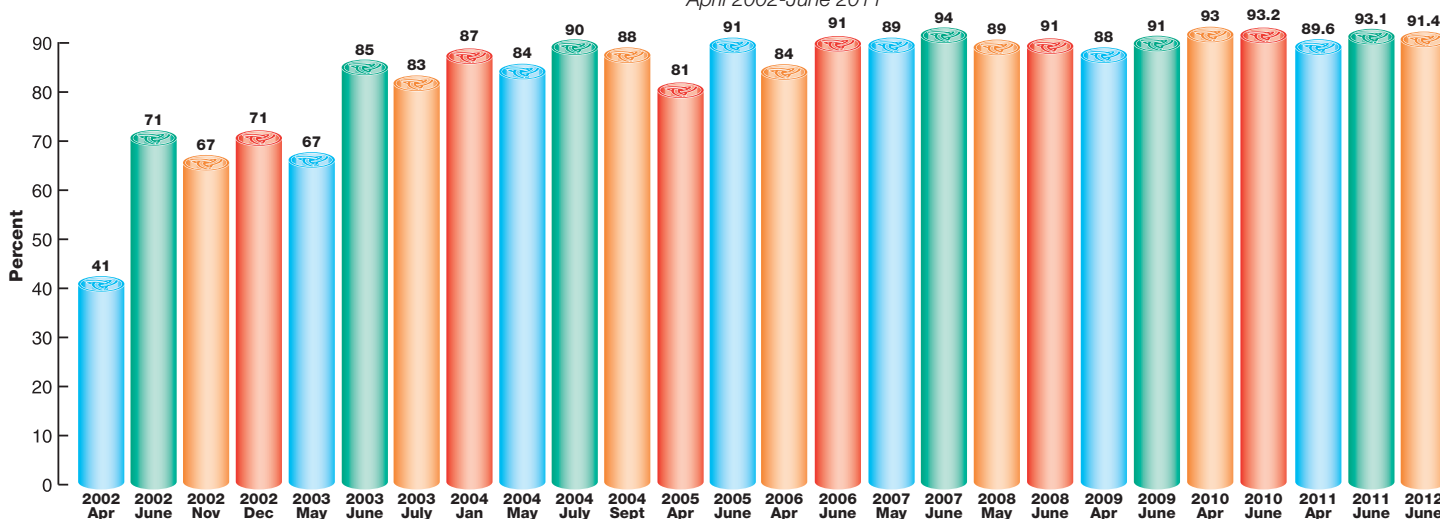
The percentage of people who indicated that, “in the past 30 days,” they had “seen or heard any messages that encourage people to wear their seat belts” increased from 51 percent in the April pre-test survey to 62 percent at the time of the June post-test survey.

Those who had seen or heard messages encouraging people to wear seat belts were asked whether “the number of messages that [they] have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 11 percent in April to 24 percent in June.

Of those June respondents who had seen or heard messages encouraging seat belt use, most respondents indicated exposure through billboards/road signs (74 percent) and television (67 percent). Radio accounted for 38 percent of exposure, newspapers accounted for 19 percent of exposure followed by friends/relatives (17 percent).

The 2012 April awareness level started at 88 percent, just slightly higher than the April awareness level in 2007 through 2009. It then increased to 91 percent in the June 2012 survey (see Figure 4).

Figure 4
Awareness of the Click It or Ticket Slogan
April 2002-June 2011



Awareness of special police efforts to ticket for seat belt violations. The percent of respondents who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations” increased from 17 percent in April to about 25 percent in June.

Individuals aware of special seat belt enforcement report hearing about it via television (45 percent) and radio and newspapers (26 percent and 28 percent, respectively). About 20 percent expressed being exposed through friends and family.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Respondents across Illinois who agree with this statement increased from 28.4 percent in April to 29.7 percent in June. About 32 percent of downstate residents and 33 percent of Chicago area residents agree that police are writing more seat belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of respondents who answered “very likely” to this question was about 43 percent in both the April and June surveys, while those who believed getting a ticket was “somewhat likely” or “very likely” was about 70 percent in both the April and June surveys.

2012 Labor Day Drive Sober or Get Pulled Over Campaign

August 1 - September 15, 2012

Earned Media

IDOT/DTS held conferences in seven cities (Chicago, Rockford, Rock Island, Peoria, Springfield, Alton and Marion) around the state on August 29, 2012. During the events, law enforcement demonstrated what happens during a traffic stop involving a DUI arrest. Table 2 lists the earned media items obtained during the Drive Sober or Get Pulled Over campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

Table 2
Earned Media Items Obtained During the YDDYL campaign by Media Market

Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters/Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	75	5	1	82	46	249	14	180	24	67
Metro East	7	1	0	3	2	0	0	15	1	8
Moline	4	3	1	0	0	69	0	11	1	2
Paducah	2	0	0	0	0	0	0	1	0	2
Springfield/Champaign	5	1	1	13	4	38	0	15	2	243
Peoria	3	2	3	5	3	0	0	9	0	2
Rockford	3	0	1	1	0	0	0	13	1	0
Media Markets which did not conduct a press conference	1	1	0	0	1	0	0	3	0	1
TOTAL	100	13	8	104	56	356	14	247	29	325

Drive Sober or Get Pulled Over is the new campaign slogan replacing You Drink & Drive. You Lose.
A full report on the Labor Day mobilization is forthcoming.

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 100 print stories, 13 radio stories, and 8 TV news stories were generated as a result of the Drive Sober or Get Pulled Over enforcement efforts. There were several other earned media activities, such announcement, banners, posters, press releases and messages during this mobilization (see Table 2).

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the Drive Sober or Get Pulled Over campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. Drive Sober or Get Pulled Over paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the Drive Sober or Get Pulled Over message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

DTS spent \$670,134 on broadcast television, cable and radio to promote the National Drive Sober or Get Pulled Over campaign beginning August 17 and ending September 3, 2012. Table 3 lists the cost of paid media by media market for the Drive Sober or Get Pulled Over campaign.

Table 3
Labor Day Drive Sober or Get Pulled Over Campaign
Cost of Paid Media by Media Market

Media Market	\$Spent-TV	Ran-TV	\$Spent-Radio	Ran-Radio	Total \$Spent	Total Ads
Chicago	\$243,367.00	2,364	\$176,094.00	2,792	\$419,461.00	5,156
Davenport	\$5,500.00	836	\$9,596.00	768	\$15,096.00	1,604
Marion	\$4,327.00	74	\$7,073.00	859	\$11,400.00	933
Metro East	\$22,251.00	760	\$47,216.00	1,540	\$69,467.00	2,300
Peoria	\$9,308.00	1,312	\$11,420.00	2,112	\$20,728.00	3,424
Quincy	\$0.00	859	\$2,949.47	0	\$2,949.47	859
Rockford	\$8,977.00	1,066	\$11,992.00	1,374	\$20,969.00	2,440
Springfield	\$16,699.00	1,526	\$9,200.40	1,254	\$25,899.40	2,780
Total TV & Radio	\$310,429.00	8,797	\$275,541.00	10,699	\$585,969.87	16,716
Alternative Media	N/A	N/A	N/A	N/A	\$84,164.00	See below ¹
Total	N/A	N/A	N/A	N/A	\$670,133.87	N/A

1 Alternative media includes in-theatre ads, Illinois Network Radio, and online banners ads.

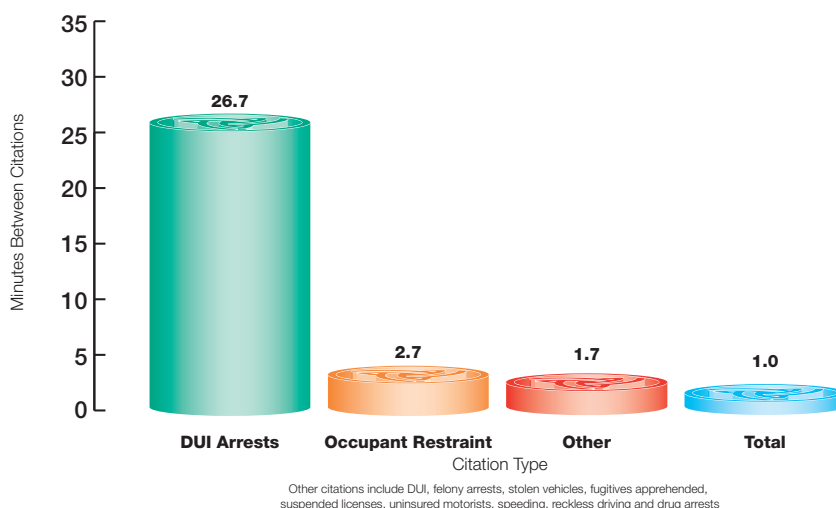
Enforcement

The Drive Sober or Get Pulled Over Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred fifty-seven local law enforcement agencies and all ISP districts participated in the 2012 Labor Day alcohol mobilization. Seventy-two of the 157 grant-funded agencies and 48 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 127 roadside safety checks and 1,342 saturation patrols were conducted during the August 17 - September 5, 2012 enforcement period. Local law enforcement and ISP logged a total of 19,534.0 patrol hours and issued 19,534 citations during the campaign. One citation was written every 60.7 minutes of enforcement. Local law enforcement and ISP issued a combined total of 741 DUI citations, an average of one DUI citation written every 26.7 patrol hours. A total of 7,419 citations were issued for seat belt and car seat violations resulting in an average of one occupant restraint violation written every 2.7 patrol hours. Figure 5 depicts the number of hours of Labor Day Drive Sober or Get Pulled Over patrol per citation by citation type.

Local Police Agencies

Local police agencies worked 17,081.5 hours on Labor Day alcohol enforcement, conducting 88 roadside safety checks and 1,288 saturation patrols. A total of 17,614 citations were written by local law enforcement agencies, or one citation was written every 58.2 minutes of enforcement. Six hundred thirty-seven DUI citations were issued, or one DUI citation, was written every 26.8 patrol hours. In addition, 7,165 occupant restraint violations were issued for failure to wear a seat belt or failure to properly restrain a child in a car seat, an average of one occupant protection citation every 2.4 patrol hours. Total estimated enforcement cost for the locals and ISP was approximately \$1,158,263.

Figure 5
Total Minutes of Patrol Per Citation Type
During 2012 "Drive Sober or Get Pulled Over" Campaign in Illinois
(Total Patrol Hours=19,772 and Total Citations=19,534)



Evaluation

Drive Sober or Get Pulled Over programs are evaluated in a number of ways. For a short and immediate impact of the program, DTS conducted comprehensive pre- and post-telephone surveys in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Center at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, DTS will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Telephone Survey Results Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, "in the past 30 days," they had "read, seen or heard anything about alcohol impaired driving in Illinois," increased from slightly more than 60 percent in both the April and June surveys to 69.4 percent in September.

By recent drinking activity. In both the June and September surveys, recent drinkers were more apt than non-drinkers to report awareness of these messages. For recent drinkers, there was an increase in awareness from June to September (67 percent to 71.7 percent).

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source is found for television (about 76 percent in September). In September, television was followed by billboards/bus signs (57 percent), then radio (43 percent), posters (34 percent), and newspapers (31 percent). Friends/relatives (22.1 percent) came next.

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of seventeen selected traffic safety "slogans," asked in a random order. Nine are related to drinking and driving.

The September results and recent trends. The following Table 4 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogans which are in non-italic bold, "You Drink & Drive. You Lose" and "Drive Sober or Get Pulled Over." This table shows that the "You Drink & Drive. You Lose." slogan is third in awareness level, at 73.6 percent and "Drive Sober or Get Pulled Over" is seventh in awareness level at 45.7 percent.

Table 4
Slogans Awareness Levels in September 2012

Order	Slogan	Sept level
1	Click It or Ticket	91.5%
2	Friends don't let friends drive drunk	80.1%
3	You drink and drive. You lose.	73.6%
4	Drive smart. Drive sober.	58.7%
5	Start seeing motorcycles	55.6%
6	Police in Illinois arrest drunk drivers	46.8%
7	Drive sober or get pulled over	45.7%
8	Buckle Up America	44.9%
9	Cells phones save lives. Pull over and report a drunken driver	33.8%
10	Drunk driving. Over the limit. Under arrest	29.1%
11	Drink and drive? Police in Illinois have your number	25.8%
12	Children in back	18.4%
13	Wanna drink and drive, police in Illinois will show you the bars.	15.8%
14	Rest area = text area	14.1%
15	55 still the law for trucks in Chicago area	13.3%
16	CSA 2010: Get the facts, know the law – what's your score?	8.5%

Further analyses for the “Drive Sober or Get Pulled Over” and “You Drink & Drive. You Lose” major campaign slogans. DTS focused on the major slogan in the recent 2012 Labor Day holiday initiative, “Drive Sober or Get Pulled Over” for further analyses regarding trends and subgroups.

April to June to September trends. Statewide reported awareness of the major DUI campaign slogan: “You Drink & Drive. You Lose.” increased from 69.3 percent in the April survey to 72.5 percent in the June survey. During the September survey, awareness of the message increased to 73.6 percent. In August 2011, DTS stopped promoting the “You Drink & Drive. You Lose” slogan and replaced it with the new NHTSA slogan “Drive sober or get pulled over”. As shown in Table 4, the percent awareness of the “Drive sober or get pulled over” slogan increased from 33.5 percent before the Labor Day campaign to 45.7 percent after the campaign, an increase of 12.2 percentage points. In July 2011 when we heard that NHTSA adopted a new alcohol slogan “Drive Sober or Get Pulled Over”, we added the new slogan to the list of our existing slogans during the post May mobilization survey in order to measure the public perception toward this message even though we didn’t advertise this slogan. As we expected, about 20 percent of the respondents said that they had heard this slogan. This was good news for us and it showed that the slogan was very catchy, easily expressed and can grab hold of people’s attention.

The table below represents enforcement activities conducted by DTS projects from FY 2006 to FY 2012. Based on the GHSA’s set of performance measures, these results reflect DTS’s enforcement activities and the overall effectiveness our programs have in meeting the performance goals.

Total Enforcement Activities by Citation Type (2006-2012)						
CITATION TYPE						
Year	Hours	Total Citations	Total Alcohol/Drug Related Citations	Total Occupant Restraint Citations	Total Speeding Citations	Other Citations
2006	140,079.0	208,646 100.0%	8,488 4.1%	105,948 50.8%	39,666 19.0%	54,544 26.1%
2007	209,285.7	308,032 100.0%	9,114 3.0%	109,914 35.7%	110,238 35.8%	78,766 25.6%
2008	194,760.5	293,401 100.0%	9,208 3.1%	113,674 38.7%	102,609 35.0%	67,910 23.1%
2009	175,219.0	289,496 100.0%	13,282 4.6%	104,279 36.0%	100,167 34.6%	71,768 24.8%
2010	170,173.3	201,898 100.0%	9,579 4.7%	74,345 36.8%	41,851 20.7%	76,123 37.7%
2011	158,415.0	166,537 100.0%	7,995 4.8%	64,217 38.6%	25,912 15.6%	68,413 41.1%
2012	141,946.75	150,197 100.0%	7,712 4.8%	58,403 38.9%	24,458 16.3%	60,164 40.0%

The table below and on the following page reflects survey results for DTS's seat belt, alcohol and speed-related performance measures.

Performance Measures on Seat Belt, Alcohol and Speed-related Questions Based on Post Mobilization Surveys (2007-2012)

SEAT BELT	2007	2008	2009	2010	2011	2012
When driving, how do you wear your seat belt (composite of shoulder & lap)? (Percent Always)	86%	91%	91.6%	91%	94%	93.4%
Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? (Percent Very Likely)	44%	46%	38%	45%	46.7%	43%
When was the last time you did not wear seat belt when driving? (Percent more than a year ago-Always Wear)	76%	79%	78%	80%	85%	82.3%
In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seatbelt violations? (Percent Yes)	47%	33%	34%	32%	24.9%	24.9%
ALCOHOL						
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving in Illinois? (Percent Yes)	74.5%	71%	74%	69.3%	NA	59.9%
If you drove after having too much to drink to drive safely, how likely do you think you are to being stopped by a police officer? Would you say this is: (Percent Almost Certain +Very Likely)	38.8%	40.5%	48%	40%	NA	36.2%
Compared to 3 months ago, do you think a driver who had been drinking is now likely to get stopped by Police? (Percent More Likely)	27%	32%	31%	31.5%	NA	26.4%
Percent of responders who had alcoholic beverages in the last 30 days.	53%	46%	47%	53.4%	NA	52.8%
Of those who did drink, during the past 30 days, have you ever driven a motor vehicle within two hours after drinking alcoholic beverages? (Percent Yes)	27%	23%	33%	24.7%	NA	23%
SPEED						
Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? (Percent Very Likely)	NA	NA	NA	31.4%	NA	32.9%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35? (Percent Most of the Time)	NA	NA	NA	14.2%	NA	13.3%
On interstate or toll-way with a speed limit of 65 mph, how often do you drive faster than 70? (Percent Most of the Time)	NA	NA	MA	21.3%	NA	15.4%
In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? (Percent Yes)	NA	NA	NA	38.6%	NA	29.6%

Paid Media Summary

In FY 2012, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket for Thanksgiving 2011 and May 2012 and Drive Sober or Get Pulled Over in August/September 2011). DTS incorporated additional campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2011, and Independence Day 2012. DTS expended over \$3 million in federal funds for paid media during FY 2012.

DTS contracted with a media buyer beginning with the 2012 Labor Day Drive Sober or Get Pulled Over campaign. This has proven to be very beneficial as the media buyer has been able to negotiate lower rates, as well as leverage media relationships to gain additional added-value assets. Our buys are more focused to the at-risk populations and include on-air interviews and event marketing as part of the buys. Alternative media is being used to a higher degree and includes out-of-home media as well as social media.

In selecting media for its paid media efforts, DTS focused on the demographic of male drivers between 18 and 34 years of age for the campaigns focusing on seat belts. Emphasis was placed on reaching the lowest occupant restraint use rate populations for the Click It or Ticket campaign and the highest at-risk populations for the Drive Sober or Get Pulled Over campaign. The demographic for IDOT's Drive Sober or Get Pulled Over campaigns are males between 21 and 34 years of age. DTS placed emphasis on reaching the male African-American and Hispanic populations in the Chicago metropolitan area and the rural pickup truck driving males in the downstate markets of Illinois.

Through extensive evaluation, DTS has shown its paid media efforts to be quite successful at delivering a specific message to a particular portion of the Illinois driving population (i.e., the 18-34 year old males for IDOT's anti-impaired driving campaigns). DTS considers paid media a vital and necessary part of the Illinois Highway Safety Plan and is planning its continued use in FY 2013.

Earned Media Summary

During FY 2012, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, television and radio interviews, letters to the editor of local newspapers and media releases. DTS believes this is another method to deliver a specific message to the public. Some examples of earned media include press conferences for Motorcycle Safety, Operation Teen Safe Driving (a peer-led high school program), Child Passenger Safety and Yellow Dot (a first-responder initiative). Some examples of earned media activities can be found in Addendum 1 on page 72.

Campaign Summaries

Motorcycle Safety – March 16-September 16, 2012

Gear Up – March 28 press conferences

Chicago, Springfield, Marion

Partners – IDOT, ISP, ABATE, Gold Wing Road Riders Association

Start Seeing Motorcycles – May 2 press conferences

Chicago, Springfield, Carbondale

Partners – IDOT, ISP, ABATE, Gold Wing Road Riders Association

Creative – Dierks Bentley (country music star) for Start Seeing

Motorcycles/Gear Up

Cary Hart (motor cross athlete) for Gear Up



Thanksgiving CIOT – November 7-27, 2011

Press Conferences – November 21

Chicago, Rockford, E Moline, Quincy, Peoria, Decatur,
Springfield,
Fairview Heights, Marion
Partners – IDOT, ISP, Local PD

Creative – “Be Protected”



Holiday DSOGPO – December 16, 2011- January 2, 2012

Press Conferences – December 22

Chicago, E Moline, Peoria, Springfield, Collinsville, DuQuoin
Partners – IDOT, ISP, Local PD

Creative – “Choices Made”



Memorial Day CIOT – May 18-31, 2012

Press Conferences – May 23

Chicago, Rockford, Rock Island, Quincy, Peoria, Decatur,
Springfield, O’Fallon, Marion
Partners – IDOT, NHTSA, ISP, Local PD

Creative – Zombies “Wearing Your seat belt Protects You From Scary Things”



Fourth of July – June 22-July 4, 2012

Press Conferences – June 27

Chicago, Rockford, Peoria, Springfield, St. Clair
Partners – IDOT, ISP, Local PD

Creative – Zombies “Wearing Your seat belt Protects You From Scary Things”

Creative – Cost of a DUI



Labor Day – August 17- September 3, 2012

Press Conferences – August 29

Chicago, Rockford, Rock Island, Peoria, Springfield, Alton,
DuQuoin
Partners – IDOT, ISP, Local PD

Creative – “Dead Illinois”



Details about the FY 2012 statewide media purchases begins on page 58.

Click It or Ticket

58

Alternative media includes:

- Illinois Radio Network (29 stations)
- Radio station partner websites
- Movie Advertising is In-Theatre Advertising

Holiday 2011 Media Summary

Drive Sober or Get Pulled Over

December 16, 2011 thru January 2, 2012

Media Market	Dollars Spent		Ads Ran		Dollars Spent		Radio		Total		Total Spots		Added	
	TV		TV		Radio		Radio		Dollars Spent		Ran		Value	Spots
Chicago	\$ 193,968.45		1,328	\$ 168,897.75		2,668	\$ 362,866.20		3,996		1,925		13,468,079	
Davenport	\$ 3,128.85		399	\$ 4,608.70		333	\$ 7,737.55		732		433		661,648	
Peoria	\$ 6,927.50		218	\$ 8,233.95		373	\$ 15,161.45		591		512		651,036	
Springfield	\$ 10,828.92		1,280	\$ 9,234.40		654	\$ 20,063.32		1,934		1,064		2,377,500	
Rockford	\$ 7,602.40		296	\$ 8,497.25		687	\$ 16,099.65		983		611		500,291	
Quincy	\$ 1,288.60		131	\$ -		0	\$ 1,288.60		131		99		48,782	
Marion	\$ -		0	\$ 3,125.27		841	\$ 3,125.27		841		554		363,552	
Metro East	\$ 13,863.50		416	\$ 17,412.25		293	\$ 31,275.75		709		563		2,765,222	
Total TV & Radio	\$ 237,608.22		4,068	\$ 220,009.57		5,849	\$ 457,617.79		9,917		5,761		20,836,109	
Alternative Media	\$ 46,550.00		0	\$ 15,694.14		172	\$ 62,244.14		10,720				2,856,220	
Total Dollars Spent							\$ 519,861.93		20,637				23,692,329	
													cpm:	\$21.94

Alternative media includes:
 Illinois Radio Network (29 stations)
 Radio station partner websites
 Movie Advertising is In-Theatre Advertising

Memorial Day 2012 Media Summary

Click It or Ticket

May 18 thru 31, 2012

Media Market	Dollars Spent TV	Ads Ran TV	Dollars Spent Radio	Ads Ran Radio	Total Dollars Spent	Total Spots Ran	Added Value Ads	Impressions M18-34
Chicago	\$ 261,420.01	2,421	\$ 225,693.62	2,778	\$ 487,113.63	5,199	3,124	26,034,002
Davenport	\$ 7,441.79	949	\$ 10,302.00	877	\$ 17,743.79	1,826	1,058	1,204,517
Peoria	\$ 10,342.80	1,230	\$ 12,797.60	1,809	\$ 23,140.40	3,039	1,196	846,121
Springfield	\$ 22,240.25	2,206	\$ 9,225.90	1,331	\$ 31,466.15	3,537	1,469	3,346,456
Rockford	\$ 13,106.75	1,263	\$ 10,097.56	1,229	\$ 23,204.31	2,492	1,171	775,000
Quincy	\$ 2,999.92	444	\$ -	0	\$ 2,999.92	444	64	46,107
Marion	\$ 8,194.00	150	\$ 7,050.33	988	\$ 15,244.33	1,138	676	389,415
Metro East	\$ 22,309.95	532	\$ 52,849.60	1,336	\$ 75,159.55	1,868	704	52,126,432
Total TV & Radio	\$ 348,055.47	9,195	\$ 328,016.61	10,348	\$ 676,072.08	19,543	9,462	84,768,050
Network Radio	\$ -	0	\$ 25,000.63	2,744	\$ 25,000.63	2,744	1,104	550,564
Movie Ads	\$ 8,547.00	2,563	\$ -	1,500	\$ 8,547.00	1,500		170,940
Alternative	\$ 80,650.00	1,574,312	\$ -	0	\$ 80,650.00	0		7,500,000
Total Spent	\$ 437,252.47	1,595,265	\$ 353,017.24	24,940	\$ 790,269.71	23,787		92,989,554
								\$8.50

cpm:

Network radio is the Illinois Radio Network (29 stations)

Movie Advertising is In-Theatre Advertising

Alternative Media is Comcast Cable Xfinity online ads and Our Full Network provided by Mbuy

Motorcycle Safety 2012 Media Summary

March 16 thu September 16, 2012

Media Market	Dollars Spent		Ads Ran		Dollars Spent		Ads Ran		Dollars Spent		Dollars Spent		Total		Total		Added	
	Cable TV		Cable TV		Radio		Radio		Radio		Outdoor		Boards		Spots Ran		Value Spots	Impressions M18-34
Chicago	\$ 87,004.00		2,748	\$ 59,530.00	2,339	\$ -									5087		2776	7,639,012
Davenport	\$ -		0	\$ 7,208.00	699	\$ 12,108.00	12								699		504	402,333
Peoria	\$ 10,795.00		870	\$ 7,191.00	968	\$ -									1838		982	403,045
Springfield	\$ 8,055.00		1,473	\$ 5,433.00	701	\$ -									2174		1172	1,170,000
Rockford	\$ 5,398.00		1,199	\$ 3,592.00	552	\$ -									1751		1035	332,222
Quincy	\$ 5,391.00		826	\$ 3,600.00	885	\$ -									1711		810	27,190
Metro East	\$ -		0	\$ 9,022.00	324	\$ 19,608.00	12								324		204	1,045,200
Total TV & Radio	\$116,643.00		7,116	\$ 95,576.00	6,468	\$31,716.00	24								13,608		7,483	11,019,002
Alternative Online				\$ 14,060.00														850,000
Alternative Radio				\$ 42,001.00	3,588										3,588		1,656	938,110
Grand Total				\$299,996.00											17,196			12,807,112
cpm: \$23.42																		

Network radio is the Illinois Radio Network (28 stations)
Alternative online is with Cycle Trader

Fourth of July 2012 Media Summary

Drive Sober or Get Pulled Over

June 22 thru July 4, 2012

Media Market	Dollars Spent				Ads Ran		Total		Total Spots		Added	
	TV				TV	Radio	Dollars Spent	Radio	Dollars Spent	Ran	Spots	Value
M18-34												
Chicago	\$	93,661.02		735	\$	96,996.87	1,688	\$	190,657.89	2,423	1,351	14,549,061
Davenport	\$	1,991.55		268	\$	4,201.55	276	\$	6,193.10	544	291	185,600
Peoria	\$	3,483.30		408	\$	4,498.20	489	\$	7,981.50	897	538	649,669
Springfield	\$	5,218.79		577	\$	4,002.65	590	\$	9,221.44	1,167	811	881,950
Rockford	\$	4,074.90		537	\$	3,854.88	576	\$	7,929.78	1,113	633	309,236
Collar County Radio	\$	-		0	\$	600.70	159	\$	600.70	159		8,107
Marion	\$	-		0	\$	2,000.90	222	\$	2,000.90	222	148	57,750
Metro East	\$	7,494.45		201	\$	14,206.27	469	\$	21,700.72	670	244	607,289
Total TV & Radio	\$	115,924.01	\$2,726.00		\$	130,362.02	4,469	\$	246,286.03	7,195	4,016	17,248,662
Network Radio	\$	-		0	\$	10,500.27	5,106	\$	10,500.27	5,106	2,944	550,564
Movie Ads	\$	9,806.00		989	\$	-	0	\$	9,806.00	989		154,190
Alternative	\$	25,000.00		0	\$	-	0	\$	25,000.00	0		3,343,807
Grand Total	\$	150,730.01		6,441	\$	140,862.29	14,044	\$	291,592.30	6,765	3,188	17,953,416
											cpm:	\$16.24

Network radio is the Illinois Radio Network (28 stations)

Movie Advertising is In-Theatre Advertising

Alternative Media is on Our Full Network provided by Mbuy

Collar County Marion and Metro East are extrapolated numbers from county by county ratings

Labor Day 2012 Media Summary

Drive Sober or Get Pulled Over

August 17 thru September 3, 2012

Media Market	Dollars Spent		Ads Ran		Dollars Spent		Ads Ran		Total		Added	
	TV		TV		Radio		Radio		Spots Ran	Value	Spots	Impressions
												M18-34
Chicago	\$	243,367.00	2,364	\$	176,094.00	2,792	\$	419,461.00	5,156	2,103	19,675,000	
Davenport	\$	5,500.00	836	\$	9,596.00	768	\$	15,096.00	1,604	1,838	223,015	
Peoria	\$	9,308.00	1,312	\$	11,420.00	2,112	\$	20,728.00	3,424	500	722,000	
Springfield	\$	16,699.00	1,526	\$	9,200.40	1,254	\$	25,899.40	2,780	1,728	881,950	
Rockford	\$	8,977.00	1,066	\$	11,992.00	1,374	\$	20,969.00	2,440	1,520	717,622	
Marion	\$	4,327.00	74	\$	7,073.00	859	\$	11,400.00	933	624	84,993	
Metro East	\$	22,251.00	760	\$	47,216.00	1,540	\$	69,467.00	2,300	1,018	2,850,000	
Quincy	\$	-	859	\$	2,949.47	0	\$	2,949.47	859	225	45,120	
Total TV & Radio	\$	\$310,429.00	8797		275,541	10,699	\$	585,969.87	18,637	9,556	25,199,700	
Network Radio		\$0.00	-	\$	18,000.00	3,132	\$	18,000.00	3,132	72	550,564	
Movie Ads	\$	11,564.00	1,040	\$	-	0	\$	11,564.00	1,040	0	552,350	
Alternative	\$	54,600.00	-	\$	-		\$	54,600.00	0	0	2,881,818	
Total Spent	\$	\$376,593.00	1040	\$	293,540.87	13,831	\$	670,133.87	22,809	9,628	26,302,614	
											cpm:	\$25.48

Network radio is the Illinois Radio Network (29 stations)

Movie Advertising is In-Theatre Advertising

Alternative Media is on Our Full Network provided by Mbuy, Alcantara and WLS-TV

2012 Legislation

2012 Legislation Signed into Law

HB.930 – Motorcycle Only Roadside Checkpoints – Public Act 97-0746

Amends the State Finance Act, prohibiting any law enforcement agency in the State or political subdivision of the State from using federal funds in efforts of establishing motorcycle-only roadside checkpoints. *Effective immediately.*

HB.3948 – Police CDL Exemption – Public Act 97-0750

Amends the IVC exempting law enforcement officers from the CDL requirement when operating emergency equipment which would otherwise require a commercial driver's license. *Effective immediately.*

HB.3982 – Taxi Driver Requirements – Public Act 07-1062

Amends the IVC creating the Taxi Safety Reporting section; requiring circuit clerks, upon request of local governments, to provide lists of all moving violations involving taxi vehicle registrations. Also requires the driver to be at least 21 and have had a conviction free, valid driver's license for three years. *Effective January 1, 2013.*

HB.4577 – Penalties Fund Use – Public Act 97-0931

Amends the IVC allowing Department of State Police to utilize money received relating to DUI, impaired boat/snowmobile operation, reckless driving or excessive speeding to purchase vital enforcement equipment. *Effective January 1, 2013.*

HB.4598 – Slow Moving Emblem – Public Act 97-0958

Amends the IVC concerning slow moving emblems display, allowed only on animal drawn trailers, implements of husbandry and farm tractors; increases the fine from \$25 to \$75 for first offense. *Effective immediately.*

HB.5021 – DUI Fund Usage – Public Act 97-1050

Amends the IVC by expanding usage of funds to hire-backs, salaries and training or items that assist in further preventing DUI and alcohol related criminal offenses. *Effective January 1, 2013.*

HB.5099 – Accident No Cell Phones – Public Act 97-0828

Prohibits drivers from using cell phones within 500 feet of an emergency scene; expands the definition of "electronic message" by including prohibiting digital photographs within 500 feet of an emergency scene. Also includes a voice-operated exception. *Effective immediately.*

HB.5101 – CDL Texting Ban – Public Act 97-0829

Amends the IVC prohibiting a commercial motor vehicle operator from using a hand-held mobile telephone or engaging in texting while driving. Also includes texting or using hand-held mobile telephones to the list of "serious traffic violations" listed in the Vehicle Code. *Effective January 1, 2013.*

HB.5493 – DUI Driving Privileges – Public Act 97-0838

Amends the IVC providing the Illinois Office of the Secretary of State with discretionary authority of license revocation for drivers convicted of a felony level drug offense while driving. *Effective immediately.*

SB.2488 – Construction Speed Zones – Public Act 97-0830

Expands definitions of construction and maintenance speed zone including areas where IDOT or a local agency has posted signage advising drivers of an approaching speed zone, including maximum effective speed limit, if pre-existing speed limits have been established as safe with respect to current conditions, additional signs will be posted. The same prohibitions to cell phone usage in construction/maintenance zones apply with the exemption of voice operation or single push button to initiate voice communication. *Effective January 1, 2013.*

SB.2528 – Motorcycle Red Light – Public Act 97-0762

Amends the IVC changing the "reasonable period of time" in HB2860, to "120 seconds" as the minimum time elapsed before motorcycle/bicycle operators may proceed through a red light that fails to change to green. *Effective immediately.*

SB.2888 – Supervision Speeding – Public Act 97-0831

Amends the Unified Code of Corrections prohibiting courts from granting supervision to any defendant charged with operating a vehicle on a highway at a speed of 31 mph over the posted speed limit or in excess of 25 mph in an urban district. *Effective July 1, 2013.*

SB.3336 – Skates Same as Bicycles – Public Act 97-1023

Amends the IVC applying the same Rules of the Road effective for bicyclists to individuals using in-line speed skates. Also contains provisions relating to their position on highways, stop signals, left-turn protocol and racing. *Effective January 1, 2013.*

SB.3367 – Driver Education Vehicles – Public Act 97-1025

Requires inspections of all vehicles used by public high schools at Official Illinois Testing Stations. These inspections are to be performed annually on vehicles over 5 model years old or with an odometer reading of 75,000 miles, whichever occurs first. *Effective January 1, 2013.*

SB.3409 – No Injury Accidents – Public Act 97-0763

Amends the IVC allowing a vehicle operator involved in an accident resulting only in vehicular damage, to move the vehicle as soon as possible to the nearest safe location off the highway that does not obstruct traffic. *Effective January 1, 2013.*

SB.3487 – MFSAB – Public Act 97-0896

Allows the transportation of students in grades 9-12 to curriculum related activities provided the driver possesses a school bus driver permit. *Effective immediately.*

State: Illinois

U.S. Department of Transportation National Highway Traffic Safety Administration

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NHTSA

NHTSA 402

Planning and Administration

PA-2012-01-01-00 P&A (NHTSA)

Planning and Administration Total

\$322,030.50	\$0.00	\$644,061.00	\$322,030.50	\$322,030.50	\$0.00
\$322,030.50	\$0.00	\$644,061.00	\$322,030.50	\$322,030.50	\$0.00

Alcohol

AL-2012-03-01-00 M&E	\$134,965.01	\$0.00	\$134,965.01	\$134,965.01	\$134,965.01	\$0.00
AL-2012-03-02-00 DUE (ISP)	\$189,660.08	\$189,660.08	\$189,660.08	\$189,660.08	\$189,660.08	\$0.00
AL-2012-03-03-00 ADDEP (SOS Police)	\$13,873.30	\$13,873.30	\$13,873.30	\$13,873.30	\$13,873.30	\$0.00
AL-2012-03-04-00 Law Enforcement Liaison (Local)	\$565,286.00	\$484,579.20	\$565,286.00	\$565,286.00	\$565,286.00	\$0.00
Alcohol Total	\$903,784.39	\$688,112.58	\$903,784.39	\$903,784.39	\$903,784.39	\$0.00

Emergency Medical Services

EM-2012-06-01-00 M&E

Emergency Medical Services Total

\$5,102.51	\$0.00	\$5,102.51	\$5,102.51	\$5,102.51	\$0.00
\$5,102.51	\$0.00	\$5,102.51	\$5,102.51	\$5,102.51	\$0.00

Occupant Protection

OP-2012-02-01-00 Sports Marketing Coord. (DTS)	\$119,862.99	\$0.00	\$119,862.99	\$119,862.99	\$119,862.99	\$0.00
OP-2012-02-02-00 OP Resource Centers (Local)	\$783,870.45	\$74,821.09	\$783,870.45	\$783,870.45	\$783,870.45	\$0.00
OP-2012-02-06-00 DTS Travel (DTS)	\$2,664.08	\$0.00	\$2,664.08	\$2,664.08	\$2,664.08	\$0.00
OP-2012-02-07-00 M&E	\$246,201.07	\$0.00	\$246,201.07	\$246,201.07	\$246,201.07	\$0.00
OP-2012-02-08-00 Law Enforcement Liaison (Local)	\$565,691.67	\$37,187.50	\$565,691.67	\$565,691.67	\$565,691.67	\$0.00
OP-2012-02-09-00 State Match (Local)	\$0.00	\$0.00	\$956,315.15	\$0.00	\$0.00	\$0.00
OP-2012-02-10-00 Paid Media (DTS)	\$2,146,164.44	\$0.00	\$2,146,164.44	\$2,146,164.44	\$2,146,164.44	\$0.00
OP-2012-02-14-00 PI&E Materials (DTS)	\$8,730.00	\$0.00	\$8,730.00	\$8,730.00	\$8,730.00	\$0.00
OP-2012-02-15-00 Phone Surveys (Local)	\$93,390.64	\$0.00	\$93,390.64	\$93,390.64	\$93,390.64	\$0.00

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Occupant Protection Total			\$3,966,575.34	\$112,008.59	\$4,922,890.49	\$3,966,575.34	\$3,966,575.34	\$.00
Pedestrian/Bicycle Safety								
	PS-2012-12-02-00	Bike/Pedestrian Safety (Local)	\$204,486.82	\$204,486.82	\$204,486.82	\$204,486.82	\$204,486.82	\$.00
Pedestrian/Bicycle Safety Total			\$204,486.82	\$204,486.82	\$204,486.82	\$204,486.82	\$204,486.82	\$.00
Police Traffic Services								
	PT-2012-04-01-00	Police Training (ILETSB)	\$54,539.00	\$54,539.00	\$54,539.00	\$54,539.00	\$54,539.00	\$.00
	PT-2012-04-02-00	STEP (Local)	\$3,112,073.88	\$3,112,073.88	\$3,112,073.88	\$3,112,073.88	\$3,112,073.88	\$.00
	PT-2012-04-03-00	ISP Match	\$.00	\$.00	\$1,819,557.00	\$.00	\$.00	\$.00
	PT-2012-04-04-00	NITE Patrol (ISP)	\$857,926.96	\$.00	\$857,926.96	\$857,926.96	\$857,926.96	\$.00
	PT-2012-04-05-00	STEP (ISP)	\$533,756.71	\$.00	\$533,756.71	\$533,756.71	\$533,756.71	\$.00
	PT-2012-04-06-00	M&E	\$105,711.13	\$.00	\$105,711.13	\$105,711.13	\$105,711.13	\$.00
	PT-2012-04-07-00	IL Traffic Safety Awards (Local)	\$119,271.65	\$89,271.65	\$119,271.65	\$119,271.65	\$119,271.65	\$.00
	PT-2012-04-08-00	STAR (SOS Police)	\$22,982.17	\$.00	\$22,982.17	\$22,982.17	\$22,982.17	\$.00
	PT-2012-04-09-00	MC Patrol Unit (ISP)	\$46,876.05	\$.00	\$46,876.05	\$46,876.05	\$46,876.05	\$.00
	PT-2012-04-10-00	Mobilization Equipment (DTS)	\$23,205.00	\$23,205.00	\$23,205.00	\$23,205.00	\$23,205.00	\$.00
	PT-2012-04-11-00	Mobilization Lunches (DTS)	\$12,251.16	\$7,459.47	\$12,251.16	\$12,251.16	\$12,251.16	\$.00
	PT-2012-04-12-00	Memorial Day Mini Mobilization (DTS)	\$103,614.41	\$103,614.41	\$103,614.41	\$103,614.41	\$103,614.41	\$.00
Police Traffic Services Total			\$4,992,208.12	\$3,390,163.41	\$6,811,765.12	\$4,992,208.12	\$4,992,208.12	\$.00
Traffic Records								
	TR-2012-05-02-00	Traffic Data (Local)	\$21,145.81	\$.00	\$21,145.81	\$21,145.81	\$21,145.81	\$.00
	TR-2012-05-03-00	UIS Evaluation (Local)	\$78,449.67	\$.00	\$78,449.67	\$78,449.67	\$78,449.67	\$.00
	TR-2012-05-05-00	M&E	\$45,809.81	\$.00	\$45,809.81	\$45,809.81	\$45,809.81	\$.00
Traffic Records Total			\$145,405.29	\$.00	\$145,405.29	\$145,405.29	\$145,405.29	\$.00
NHTSA 402 Total			\$10,539,592.97	\$4,394,771.40	\$13,637,495.62	\$10,539,592.97	\$10,539,592.97	\$.00

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405 OP SAFETEA-LU								
	K2-2012-19-01-00	OREP (ISP)	\$612,716.34	\$.00	\$612,716.34	\$612,716.34	\$612,716.34	\$.00
	K2-2012-19-03-00	ISP Match	\$.00	\$.00	\$3,976,044.00	\$.00	\$.00	\$.00
	K2-2012-19-05-00	STAR Project (SOS)	\$6,521.64	\$.00	\$6,521.64	\$6,521.64	\$6,521.64	\$.00
	K2-2012-19-07-00	STEP (ISP)	\$370,114.02	\$.00	\$370,114.02	\$370,114.02	\$370,114.02	\$.00
	405 Occupant Protection Total		\$989,352.00	\$.00	\$4,965,396.00	\$989,352.00	\$989,352.00	\$.00
	405 OP SAFETEA-LU Total		\$989,352.00	\$.00	\$4,965,396.00	\$989,352.00	\$989,352.00	\$.00
NHTSA 406								
	K4-2012-16-05-00	STEP (Local)	\$45,203.49	\$.00	\$45,203.49	\$45,203.49	\$45,203.49	\$.00
	406 Safety Belts Incentive Total		\$45,203.49	\$.00	\$45,203.49	\$45,203.49	\$45,203.49	\$.00
406 Occupant Protection								
	K4OP-2012-16-06-00	CPS Survey (DTS)	\$4,950.00	\$.00	\$4,950.00	\$4,950.00	\$4,950.00	\$.00
	406 Occupant Protection Total		\$4,950.00	\$.00	\$4,950.00	\$4,950.00	\$4,950.00	\$.00
406 Traffic Courts								
	K4TC-2012-16-01-00	Judicial Training Project (AOIC)	\$17,779.01	\$.00	\$17,779.01	\$17,779.01	\$17,779.01	\$.00
	406 Traffic Courts Total		\$17,779.01	\$.00	\$17,779.01	\$17,779.01	\$17,779.01	\$.00
	NHTSA 406 Total		\$67,932.50	\$.00	\$67,932.50	\$67,932.50	\$67,932.50	\$.00
408 Data Program SAFETEA-LU								
	K9-2012-18-01-00	408 Coordinator (DTS)	\$55,014.87	\$.00	\$55,014.87	\$55,014.87	\$55,014.87	\$.00
	K9-2012-18-02-00	TrACS (DTS)	\$79,055.18	\$.00	\$79,055.18	\$79,055.18	\$79,055.18	\$.00
	K9-2012-18-03-00	Chicago-Data Integration (Local)	\$317,825.76	\$.00	\$317,825.76	\$317,825.76	\$317,825.76	\$.00
	K9-2012-18-06-00	Crash Reconstruction (ISP)	\$10,050.29	\$.00	\$10,050.29	\$10,050.29	\$10,050.29	\$.00
	K9-2012-18-07-00	CODES (DTS)	\$51,790.80	\$.00	\$51,790.80	\$51,790.80	\$51,790.80	\$.00
	K9-2012-18-08-00	ISP Match	\$.00	\$.00	\$1,063,590.00	\$.00	\$.00	\$.00

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	K9-2012-18-09-00	UIS MCR (Local)	\$175,497.98	\$.00	\$175,497.98	\$175,497.98	\$175,497.98	\$.00
	K9-2012-18-12-00	Imaging Enhancement (SOS)	\$17,487.00	\$.00	\$17,487.00	\$17,487.00	\$17,487.00	\$.00
	K9-2012-18-13-00	Data Analysis (IDPH)	\$70,650.65	\$.00	\$70,650.65	\$70,650.65	\$70,650.65	\$.00
408 Data Program Incentive Total			\$777,372.53	\$.00	\$1,840,962.53	\$777,372.53	\$777,372.53	\$.00
408 Data Program SAFETEA-LU Total			\$777,372.53	\$.00	\$1,840,962.53	\$777,372.53	\$777,372.53	\$.00
410 Alcohol SAFETEA-LU								
	K8-2012-13-01-00	TSRP (DTS)	\$195,995.87	\$.00	\$195,995.87	\$195,995.87	\$195,995.87	\$.00
	K8-2012-13-02-00	Operation Straight ID (SOS)	\$88,446.15	\$.00	\$88,446.15	\$88,446.15	\$88,446.15	\$.00
	K8-2012-13-03-00	Breath Analysis (ISP)	\$104,381.48	\$.00	\$104,381.48	\$104,381.48	\$104,381.48	\$.00
	K8-2012-13-04-00	Alcohol Countermeasures (IDNR)	\$48,020.07	\$.00	\$48,020.07	\$48,020.07	\$48,020.07	\$.00
	K8-2012-13-05-00	UIS-Court (Local)	\$299,382.63	\$.00	\$299,382.63	\$299,382.63	\$299,382.63	\$.00
	K8-2012-13-06-00	Alcohol Police Training (ILETSB)	\$115,610.84	\$.00	\$115,610.84	\$115,610.84	\$115,610.84	\$.00
	K8-2012-13-07-00	Impaired Driving PI&E Materials (DTS)	\$5,000.00	\$.00	\$5,000.00	\$5,000.00	\$5,000.00	\$.00
	K8-2012-13-08-00	STEP (Local)	\$943,274.87	\$.00	\$943,274.87	\$943,274.87	\$943,274.87	\$.00
	K8-2012-13-09-00	Probation Services (Match)	\$.00	\$.00	\$16,457,659.65	\$.00	\$.00	\$.00
	K8-2012-13-11-00	ACE (ISP)	\$616,063.77	\$.00	\$616,063.77	\$616,063.77	\$616,063.77	\$.00
	K8-2012-13-12-00	Local Alcohol Project (Local)	\$1,234,201.42	\$.00	\$1,234,201.42	\$1,234,201.42	\$1,234,201.42	\$.00
	K8-2012-13-17-00	Paid Media (DTS)	\$985,752.22	\$.00	\$985,752.22	\$985,752.22	\$985,752.22	\$.00
	K8-2012-13-18-00	Labor Day Mini Mobilization (Local)	\$68,602.21	\$.00	\$68,602.21	\$68,602.21	\$68,602.21	\$.00
	K8-2012-13-20-00	DUIE (ISP)	\$672,884.28	\$.00	\$672,884.28	\$672,884.28	\$672,884.28	\$.00
	K8-2012-13-21-00	ADDEP (SOS)	\$108,270.74	\$.00	\$108,270.74	\$108,270.74	\$108,270.74	\$.00
410 Alcohol SAFETEA-LU Total			\$5,485,886.55	\$.00	\$21,943,546.20	\$5,485,886.55	\$5,485,886.55	\$.00
410 Alcohol SAFETEA-LU Total			\$5,485,886.55	\$.00	\$21,943,546.20	\$5,485,886.55	\$5,485,886.55	\$.00
2010 Motorcycle Safety								
	K6-2012-22-01-00	PI&E Campaign (DTS)	\$57,217.26	\$.00	\$57,217.26	\$57,217.26	\$57,217.26	\$.00

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2010 Motorcycle Safety Incentive Total	K6-2012-22-02-00	Paid Media (DTS)	\$306,705.81	\$.00	\$306,705.81	\$306,705.81	\$306,705.81	\$.00
	K6-2012-22-04-00	MC Winter Conference (DTS)	\$4,344.36	\$.00	\$4,344.36	\$4,344.36	\$4,344.36	\$.00
			\$368,267.43	\$.00	\$368,267.43	\$368,267.43	\$368,267.43	\$.00
2010 Motorcycle Safety Total								
			\$368,267.43	\$.00	\$368,267.43	\$368,267.43	\$368,267.43	\$.00
2011 Child Seats	K3-2012-21-02-00	ISP Match	\$.00	\$.00	\$1,645,357.00	\$.00	\$.00	\$.00
	K3-2012-21-03-00	CPS (Local)	\$1,580,171.88	\$.00	\$1,580,171.88	\$1,580,171.88	\$1,580,171.88	\$.00
	K3-2012-21-04-00	CPS Seats (DTS)	\$9,805.94	\$.00	\$9,805.94	\$9,805.94	\$9,805.94	\$.00
	K3-2012-21-05-00	KISS (SOS)	\$27,173.97	\$.00	\$27,173.97	\$27,173.97	\$27,173.97	\$.00
2011 Child Seat Incentive Total	K3-2012-21-07-00	CPS Re-Certification (DTS)	\$225.00	\$.00	\$225.00	\$225.00	\$225.00	\$.00
	K3-2012-21-08-00	State Match	\$.00	\$.00	\$215,088.62	\$.00	\$.00	\$.00
	K3-2012-21-10-00	CPS Instructor Meeting	\$2,627.52	\$.00	\$2,627.52	\$2,627.52	\$2,627.52	\$.00
			\$1,620,004.31	\$.00	\$3,480,449.93	\$1,620,004.31	\$1,620,004.31	\$.00
2011 Paid Media								
	K3PM-2012-21-09-00	Paid Media (DTS)	\$80,841.75	\$.00	\$80,841.75	\$80,841.75	\$80,841.75	\$.00
2011 Paid Media Total								
			\$80,841.75	\$.00	\$80,841.75	\$80,841.75	\$80,841.75	\$.00
2011 Child Seats Total								
			\$1,700,846.06	\$.00	\$3,561,291.68	\$1,700,846.06	\$1,700,846.06	\$.00
1906 Prohibit Racial Profiling	K10-2012-23-01-00	Racial Profiling (DTS)	\$113,000.00	\$.00	\$113,000.00	\$113,000.00	\$113,000.00	\$.00
	K10-2012-23-02-00	ISP Match	\$.00	\$.00	\$130,009.00	\$.00	\$.00	\$.00
	K10-2012-23-03-00	Racial Profiling Staff (DTS)	\$61,260.96	\$.00	\$61,260.96	\$61,260.96	\$61,260.96	\$.00
			\$174,260.96	\$.00	\$304,269.96	\$174,260.96	\$174,260.96	\$.00
154 Transfer Funds								
	154HE-2012-24-01-00	Hazardous Elimination (DOH)	\$689,574.73	\$.00	\$689,574.73	\$689,574.73	\$689,574.73	\$.00

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154 Hazard Elimination Total			\$689,574.73	\$.00	\$689,574.73	\$689,574.73	\$689,574.73	\$.00
154 Transfer Funds Total			\$689,574.73	\$.00	\$689,574.73	\$689,574.73	\$689,574.73	\$.00
NHTSA Total			\$20,793,085.73	\$4,394,771.40	\$47,378,736.65	\$20,793,085.73	\$20,793,085.73	\$.00
Total			\$20,793,085.73	\$4,394,771.40	\$47,378,736.65	\$20,793,085.73	\$20,793,085.73	\$.00

Addendum 1

Earned Media Activities

Belvidere Police announce Labor Day IDOT results

Belvidere Police Chief Jan Noble recently announced enforcement results for the Sustained Traffic Enforcement Program (STEP Grant) Labor Day

campaign. This was the seventh and final phase of enforcement for the STEP Grant.

The Belvidere Police department received funding from the

Illinois Department of Transportation, Division of Traffic Safety, to hire off-duty officers from August 17th- September 3rd, 2012. Officers conducted 82 traffic stops that resulted in 73 tickets or arrests:

- 9- DUI
- 4- Seat Belt,
- 1- Child Seat
- 10- Uninsured
- 4- Speeding
- 8- Equipment
- 6- Suspended/Revoked /Unlicensed
- 1- Other D.L.
- 8- Other Moving
- 8- Registration
- 5- BAC over .08
- 3- Illegal Transportation of Alcohol

- 3- Drugs
 - 2- Warrants
 - 1- Curfew
- Belvidere officers will con-

tinue with targeted traffic enforcement in the coming months. Please buckle up and drive carefully.

Police to participate in traffic campaigns

The Bartlett Police Department will be participating in the following selective traffic enforcement programs during the month of May in an effort to reduce the frequency and severity of motor vehicle crashes by targeting speeding, occupant restraint and impaired driving violations:

Starting Tuesday, May 1 through Monday, May 28, the Police Department will be participating in both the pre Click It or Ticket and Click It or Ticket campaigns. This annual nationwide seat belt enforcement campaign is aimed at reducing the number of highway fatalities and injuries due to non-seat-belt use.

On Tuesday, May 1 through Saturday, June 30, the Police Department will be participating in the 2012 Commercial Motor Vehicle Speed and Enforcement Program. The Police Department was awarded a total of 16 additional manpower hours for truck enforcement officers to reduce commercial motor vehicle crashes and commercial motor

vehicle related fatalities through highly visible increased enforcement of speed-related laws.

On Wednesday, May 9, the Police Department will be participating with the Naperville Police Department and other local law enforcement agencies in Operation Target Route 59 in order to increase the safety of motorists traveling on Route 59. The Police Department will concentrate its efforts on occupant restraint and speed violations.

Friday, May 11 through Monday, May 28, the Police Department will be participating in the Illinois Department of Transportation's "Drive Sober or Get Pulled Over" Memorial Day DUI and Seatbelt Enforcement Campaigns. The Police Department was awarded a total of 52 additional manpower hours to strictly enforce day time and night time seat belt violations and approximately 100 additional manpower hours to conduct DUI saturation patrols.

Illinois Traffic Safety Leaders Joins National Crackdown To Reduce Impaired Driving Fatalities

If you drink and drive in Illinois beware, Law Enforcement will be joining with the nation for the "Drive Sober or Get Pulled Over" campaign August 17 to September 3, 2012.

The strong nationwide impaired driving crackdown will include high-visibility enforcement, high-profile events, and will be supported by national paid advertising, creating a comprehensive campaign to curb alcohol impaired driving in August and through the Labor Day holiday weekend (6 p.m. Sept. 3- 5:59 a.m. Sept. 7).

Mike Rompala, President, Illinois Traffic Safety Leaders said Law Enforcement will be aggressively looking for impaired drivers during the crackdown and will arrest anyone caught driving impaired.

It is illegal in all 50 States, the District of Columbia and Puerto Rico to drive with a blood alcohol concentration of .08 grams per deciliter. Despite these laws, in 2010 more than 10,000 people died in crashes in which a driver or motorcycle rider was impaired.

"On average there is one alcohol impaired driving-related fatality every 51 minutes across America. But this tragic loss of life can be reduced if we get impaired drivers off our roadways," said Rompala. "Research has shown that high-visibility enforcement like the 'Drive Sober or Get Pulled Over' campaign reduces alcohol-impaired driving fatalities by as much as 20 percent. By joining this nationwide effort, we will make Illinois's roadways safer for everyone throughout the Labor Day period."

During the Labor Day weekend in 2010, 147 people were killed in motor vehicle traffic crashes involving drivers or motorcycle riders with BACs of .08 or higher. Of those fatalities, 80 percent occurred from 6 p.m. to 5:59 a.m.

Enforcement results from holiday campaign released

MONDAY, 16 JANUARY 2012 21:33 EDITOR

BELVIDERE - Police Chief Jan Noble announced the enforcement results for the Sustained Traffic Enforcement Program campaign.

The Belvidere Police Department received funding from the Illinois Department of Transportation to hire off-duty officers conducted 94 traffic stops that resulted in the following 66 tickets or arrests: 10 Speeding, 6 DUI,

13 Uninsured, 2 BAC Over, 1 Seat Belt, 3 Illegal Transportation of Alcohol, 2 Child Seat, 2 Minor Poss./Alcohol, 3 Suspended/Revoked/Unlicensed, 6 Equipment.

Belvidere officers will continue with targeted traffic enforcement in the coming months. Please buckle up and drive careful

Police Department's Halloween DUI Campaign Results

On Monday, Oct. 24 through Thursday, Nov. 3, the Bartlett Police Department participated in the Illinois Department of Transportation's "Drive Sober or Get Pulled Over" traffic enforcement mobilization grant. During this time, the Bartlett Police Department made four driving under the influence, one no valid driver's license, and one driving while license suspended arrests. The Bartlett Police Department also wrote approximately 28 speeding, three failure to wear a properly adjusted seatbelt, three operation of uninsured motor ve-

hicle, and 41 other traffic related citations.

The "Drive Sober or Get Pulled Over" campaign is fully funded by a grant through the Illinois Department of Transportation's Division of Traffic Safety. The campaign features stepped-up enforcement supported by an intensive two-week media campaign intended to deter individuals from driving impaired. The next seatbelt and impaired driving traffic enforcement mobilization grants are scheduled for the two weeks surrounding the Thanksgiving holiday.

Police to participate in IDOT's St. Patrick's Day campaigns

The Bartlett Police Department will be participating in the Illinois Department of Transportation's "Drive Sober or Get Pulled Over" St. Patrick's Day Campaign on Monday, March 12 through Monday, March 19. The Bartlett Police Department's participation in this statewide traffic safety initiative was fully funded by a grant through the Illinois Department of Transportation's Division of Traffic Safety in order to deter impaired driving and seat belt infractions. The

Bartlett Police Department was awarded a total of 20 additional manpower hours to strictly enforce day time and night time seat belt violations and approximately 70 additional manpower hours to conduct DUI saturation patrols.

The Bartlett Police Department would also like to encourage motorists to always wear their seat belts, assign a designated driver, and do not let any friends or family members drive under the influence of alcohol.

Forest Preserve Police

Car Seat Checks

Sat. ★ Aug. 11
10 a.m. – 1 pm.

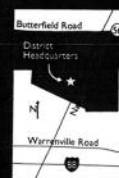
Forest Preserve District Headquarters
Danada Forest Preserve • Wheaton



For details call
(630) 933-7240.



Forest Preserve District of DuPage County
dupageforest.org



Operation Prom Night: Helping teens make the right decision

"Seeing my friend put in a body bag. It makes things seem like they could actually happen."

Prom is an exciting rite of passage for thousands of teens in central Illinois. Finding the perfect dress, date and corsage is key to making the night perfect. At the American Red Cross, we also want to be sure the night ends flawlessly leaving prom goers with positive, lasting memories.

Each spring, the Central Illinois Chapter traffic safety program reaches thousands of teens before prom through Operation Prom Night crash reenactments. We work with local officials, fire departments, law enforcement and more to bring this powerful message to young people in Central Illinois.

Students enact a scene of chaos... someone made the deadly decision to drink and drive after a party and another teen pays the ultimate price. This performance sends a sobering message to high schoolers encouraging them to make the right choice on prom night and every other night or the consequences could be devastating.



"In the years that we have done a reenactment at a school, they have never had an alcohol-related crash on their prom night. Saving young lives are the best results we could ask for!"
~ Monica Grugett, Director of Youth Education

News Democrat DUI demo at jail



St. Clair County Sheriff's Department Captain Steve Johnson (left) escorts Greg Hipskind from a patrol car into the county jail. Hipskind works at the St. Clair County Sheriff's Department as a civil clerk and was portraying a DUI driver during a demonstration of the arrest and booking procedure at the jail for people stopped for suspicion of drunken driving. This demonstration followed a joint press conference at the jail given by the Illinois Department of Transportation, the Illinois State Police, and the St. Clair County Sheriff's Department. Their primary message to motorists was that there will be extra police officers working throughout the upcoming Independence Day holiday period, and numerous DUI checkpoints will be set up throughout the region, so designate a sober driver if you will be out drinking. TIM VIZER — tvizer@bnd.com Buy Photo

County youth participate in bike rodeo

EUREKA - Twenty eight Woodford County youth participated in the 2012 Bicycle Rodeo, which was Friday, June 8, at the Dav-erport Elementary School playground in Eureka. All youth first grade and older were invited to participate. Riders were tested on straight-line control, weaving, emergency stopping, changing direction, and more. Bikes were inspected by Russell's Cycling and Fitness and were checked for proper braking function, seat and handlebar height, and tire pressure. Free bike helmets were handed out by American Red Cross.

The winners in the first and second grade age group were Macie Hutchinson, first place; Lily Twait, second place; and Jayden Mead, third place. In the third and fourth grade age group, the winners were Hannah Badgerow, first place; Aaron Steiner, first place; Peter Schultz, second place; and Rebekah Schrock, third place.

Fifteen Bicycle Rodeo participants were also enrolled in the 4-H bicycle project and competed for ribbons. In addition to the riding course, these participants also completed an exam about bicycle safety. Jason Schwind was the 4-H Champion Bike 1 Plaque Winner, and Aaron Steiner was the 4-H Champion



BIKE CHAMPS - Receiving ribbons at the June 8 Bike Rodeo were, front, from left, 1st and 2nd Grade Division - Macie Hutchinson, first place; Lily Twait, second place; Jayden Mead, third place; middle, 3rd and 4th Grade Division - Hannah Badgerow, first place; Maria Cottrell, second place; and Dylan Hutchinson, third place; back, 5th Grade and Up Division - Aaron Steiner, first place; Peter Schultz, second place; Rebekah Schrock, third place.

Bike 1 Plaque Winner. Jason Schwind was the 4-H Champion Bike 1 Plaque Winner, and Aaron Steiner was the 4-H Champion

The Bicycle Rodeo is sponsored by the University of Illinois Extension - Woodford Unit, Schro-

eder State Farm Insurance Agency, Russell's Cycling & Fitness, American Red Cross, the Woodford County Sheriff's Department and the Eureka Police.

Police release St. Patrick's Day traffic results

The Lemont Police Department charged nearly 30 motorists with impaired driving or other significant offenses during the St. Patrick's Day weekend.

Law enforcement agencies throughout the state participated in the nationwide effort to get impaired drivers off the roadways during the holiday.

The "crackdown" was funded by federal traffic grants through the Illinois Department of Transportation's Division of Traffic Safety and is part of the statewide "Drive Sober or Get Pulled Over" and "Click It or Ticket" campaigns.

In addition to two DUIs, the police department also had 19 safety belt tickets, three revoked or suspended driver's license, four with no valid driver's license, six uninsured motorists, eight speeding tickets, two registration offenses, four drug arrests, five equipment offenses and five underage consumption or possession of alcohol.

Facebook Post 8/15/2012 0839 hours

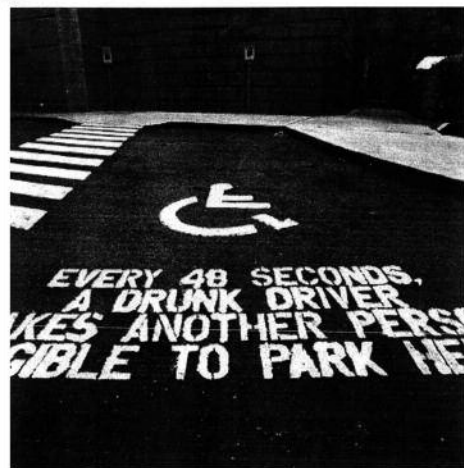
Grundy County Sheriff's Office

a few seconds ago

Sheriff Marketti, today announced its late night plans for the 2012 Labor Day "Drive Sober or Get Pulled Over/Click it or Ticket" crackdown. The intensified effort against impaired drivers and seat belt law violators underscores the disproportionate number of traffic deaths involving alcohol and unbelted motorists. The stepped up enforcement will begin August 17 and run through Labor Day, September 3.

According to data from the Illinois Dept. of Transportation and the National Highway Traffic Safety Administration, the midnight to 3am time frame is the deadliest time on Illinois roadways. The data also shows this time of day has the highest percentage of alcohol involvement and lowest seat belt usage rate.

"The numbers do not lie. It is startling, but agency statistics show 70% of deaths in drunk driving crashes involved drivers with blood alcohol levels nearly twice the legal .08 limit. These numbers tell us people are not only making poor decisions and drinking and driving - they are getting deeply intoxicated before getting behind the wheel. We will be stepping up our late night enforcement efforts, making sure impaired drivers are off the road and motorists are buckled up," said Sheriff Marketti. "In Grundy County, the message is simple...Drive Sober or Get Pulled Over and Click it or Ticket!"





State of Illinois
Illinois Department of Transportation



Illinois Department
of Transportation



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